

# LIFE

BEGINNING A NEW SERIES  
**YOU AND YOUR DOCTOR**  
SCIENCE VERSUS SYMPATHY?  
STENGEL WRITES ON THE SERIES

THE BEDSIDE MANNER:  
THING OF THE PAST?



CIRCULATION MORE THAN  
6,400,000 WEEKLY

OCTOBER 12, 1959





Turn a cold glass wall into a serene setting with KIMIL, a new Fiberglas Aerocor fabric by the yard with a hand-loomed look. And because it's Fiberglas, sun cannot fade or rot it.



AERIE, a new Fiberglas Aerocor fabric by the yard gives room unity and design when used as wall panel and drapery. Bouclé casement is BALINDA. Both may be hung damp; dry wrinkle-free.



Dramatic treatment for French door: Georgian frame against ARCADIA, a Fiberglas ready-made centered by Fiberglas marquisette curtain. Thanks to Fiberglas, they won't shrink or stretch.



William Raiser, NSID, design co-ordinator for the Raymond Loewy Corporation, created these distinctive windows using Fiberglas fabrics. Write Fiberglas for Mr. Raiser's decorating hints.

## NEW DECORATING EXCITEMENT IN FIBERGLAS...WITH THE WORLD'S ONLY PERMANENT NO-IRON GUARANTEE

Only Fiberglas\* is right for your windows in every way... for only Fiberglas offers you a permanent no-iron guarantee plus all these important extras: perfect washability—no dry-cleaning bills ever—no sag—no shrink—no sun rot. Absolute fire safety. Draperies woven of Fiberglas can guarantee you all this... because these are inherent qualities of the glass fiber yarns—not just a finish. Fiberglas yarns weave today's most exciting curtain and drapery fabrics. At fine stores everywhere... or ask your decorator.

When in New York City visit the new Fiberglas Fabric Center at 717 Fifth Avenue.



makes the yarns, not the fabrics

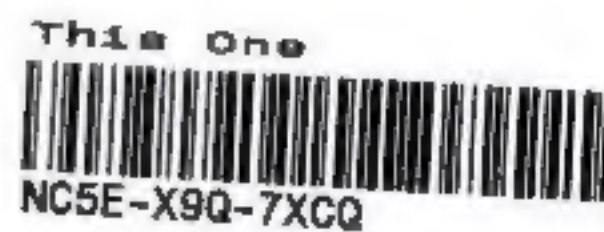
\*Fiberglas is the Owens-Corning Fiberglas Corporation's Reg. T-M, for its glass fiber yarns.





*Take it from me—Take Bufferin. Greatest thing for headaches I've ever used. It works twice as fast as aspirin for me and it doesn't upset my stomach the way aspirin often does. Try Bufferin once and you'll swear by it.*

*Arthur Godfrey*





# ANONYMOUS CAMERA, CONSPICUOUS WRITER

There are times in the process of communicating with the reader when the message is of sole importance. If the reader can feel he is a participant in the story it doesn't make too much difference who the photographer or the writer may be. But sometimes what is being said becomes more interesting if we know who says it.

We resort to anonymity for a section of the first instalment of our major new series on a disturbing problem in U.S. medicine. We call the series "You and Your Doctor" because that sums up the key factors of the problem. To bring you face to face with the everyday experience of a doctor's patient, we discarded the statistics and scholarly studies. Then we chose the most anonymous reporter we have, a camera, and gave it an assignment: be the patient.

For weeks the camera (in the hands of Leonard McCombe) recorded all that an ill man went through. It was so unobtrusive, and yet close to the subject, that the doctor would look straight into the lens (above) and say, "And how do you feel this morning?" In this case, the camera's anonymity gives our story a compelling quality it would not have had any other way.

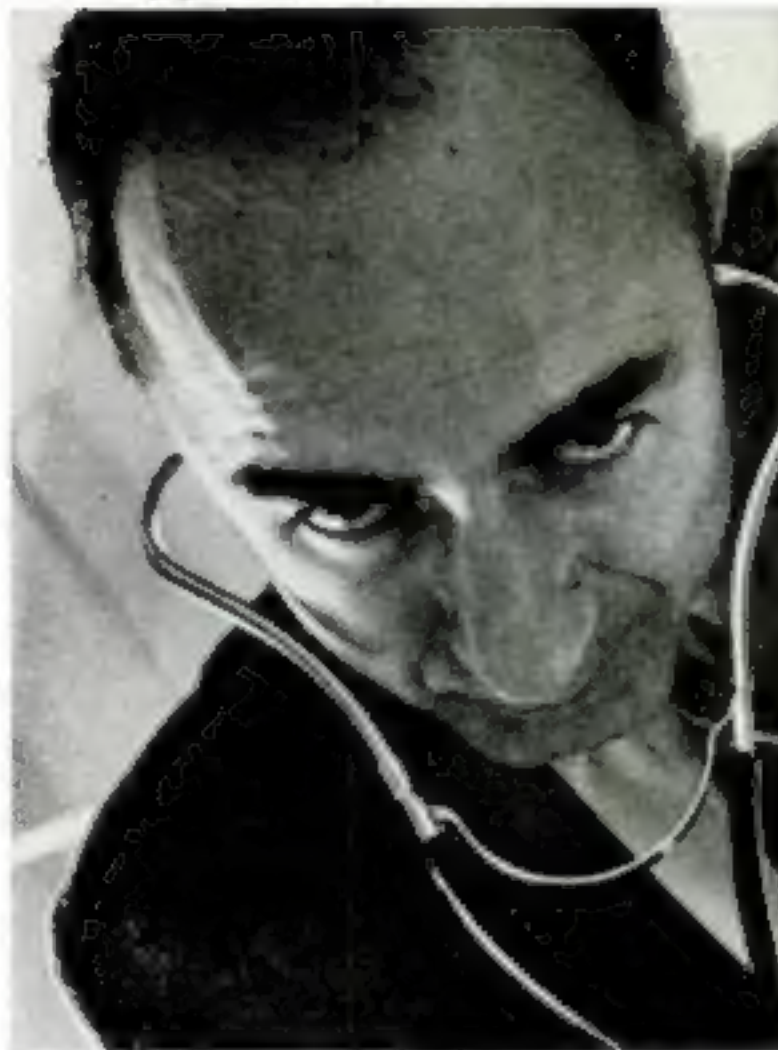


WITH LOPEZ, PRESS PASS

had any other way.

One reporter we had working for us last week, however, could not have been anonymous if he had wanted to. This was Casey Stengel, manager of the New York Yankees and an expert's expert on baseball. Casey is covering the World Series for us and we got him a press pass. Stengel, who has had his feuds with reporters, had the time of his life in the press box. So did the rest of the reporters, some of whom filed as much copy on Casey and his broken pen as they did on the game.

Casey acted like a real pro. "I came here to ask the questions and not be asked them," he said when the other reporters tried to interview him. And when one reporter asked him which team he favored, Casey loyally answered, "I gotta save that good stuff for my employers." Well, his employers are proud of the good stuff that Sportswriter Stengel turned in and we recommend that you turn to page 125 and read it.



PATIENT'S VIEW OF DOCTOR

## COVER

A doctor consoles his patient in a New Jersey hospital, illustrating the point that sympathy as well as science is a necessary ingredient in modern medicine (see pp. 26-35)

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# "Soap on my face— ...never"



*Because soap robs your skin  
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leaves it taut and dry!*

Unlike drying soaps...this modern scientific lotion absorbs dirt  
and make-up...without disturbing the oil balance of your skin!

Until now, it was impossible to wash your face without robbing it of the essential oils that keep it soft and young. Soap cleanses thoroughly... *but* it strips the skin dry. Now, Revlon has created the first cream-wash... a lotion that draws out hidden dirt and stale make-up from *deep* in the pores... without destroying the oil balance. 'Clean and Clear' actually adds moisture and oils as it cleans.

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## Revlon 'clean<sup>AND</sup> clear'

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**Calvert Reserve**







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1. You may enter as often as you wish. Each Sweepstakes Entry Blank must be pasted on a postcard and mailed to Mennen "Lucky Shavers," Box 393, New York 46, New York. All entries must be postmarked by midnight, December 31, 1959 and received not later than January 15, 1960.
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3. This Sweepstakes is good only in continental U.S.A., Hawaii and Alaska. It is void in Nebraska, New Jersey and wherever prohibited or restricted by federal, state or local regulations.
4. Employees of The Mennen Company, its subsidiaries and advertising agencies and their immediate families are not eligible.

Mail this Sweepstakes entry today!

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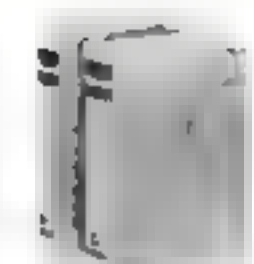
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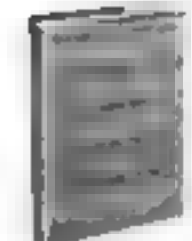
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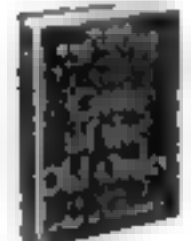
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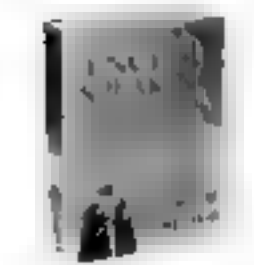
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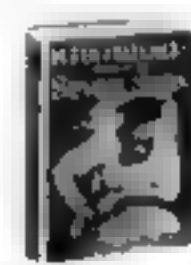
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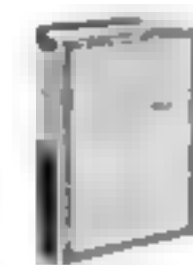
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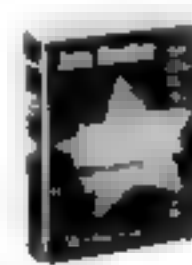
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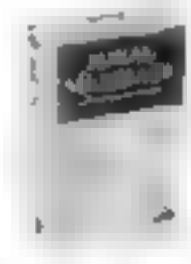
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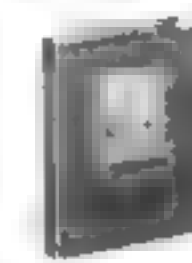
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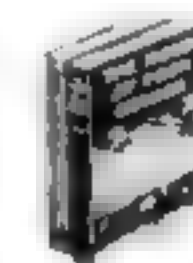
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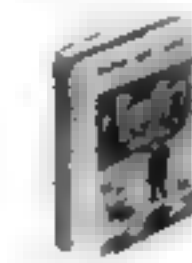
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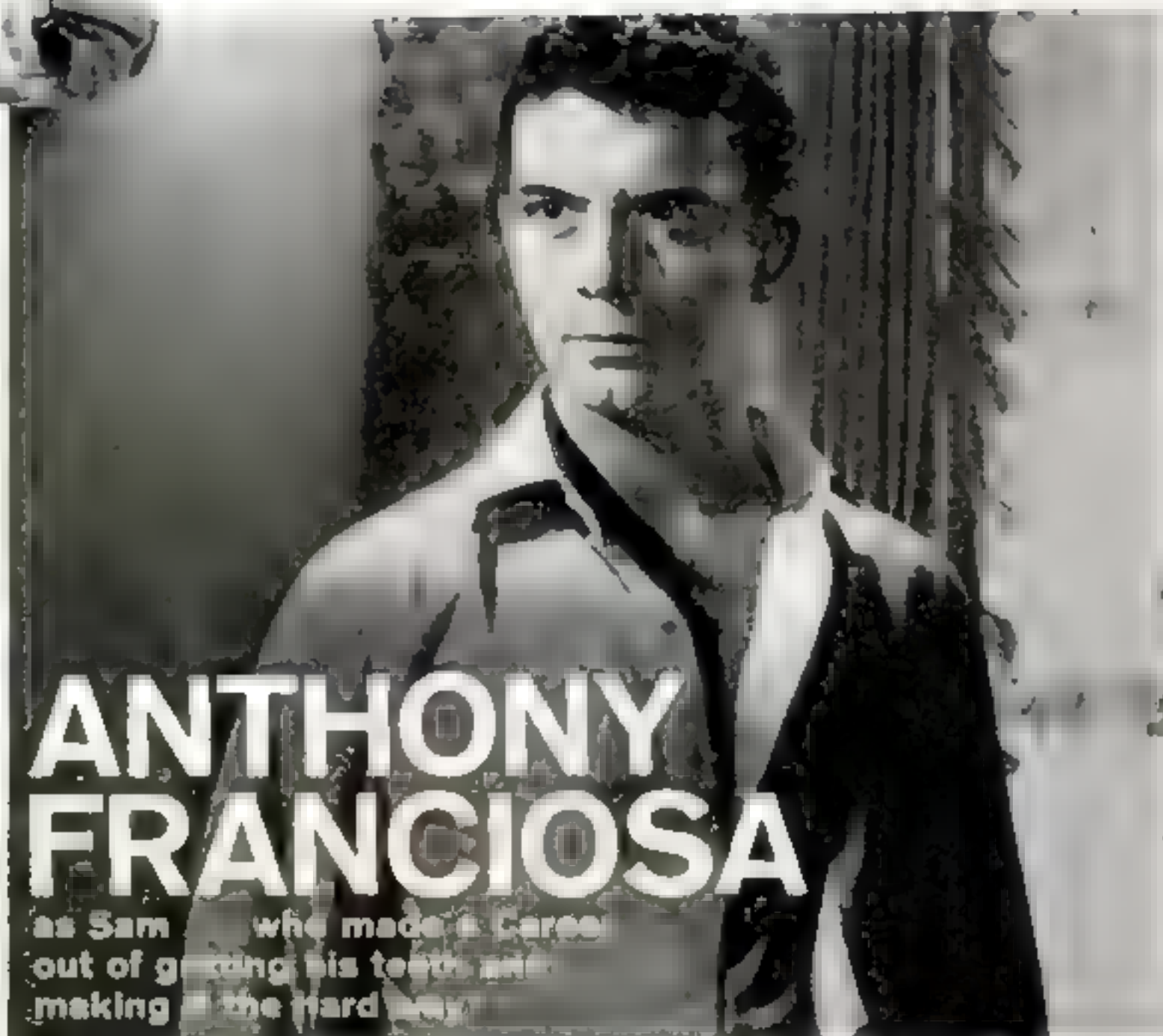
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DRAMA OF YOUNG PEOPLE TO IGNITE THE SCREEN IN YEARS!

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JOAN BLACKMAN

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# Announcing New B.F. Goodrich **HT** Silvertown



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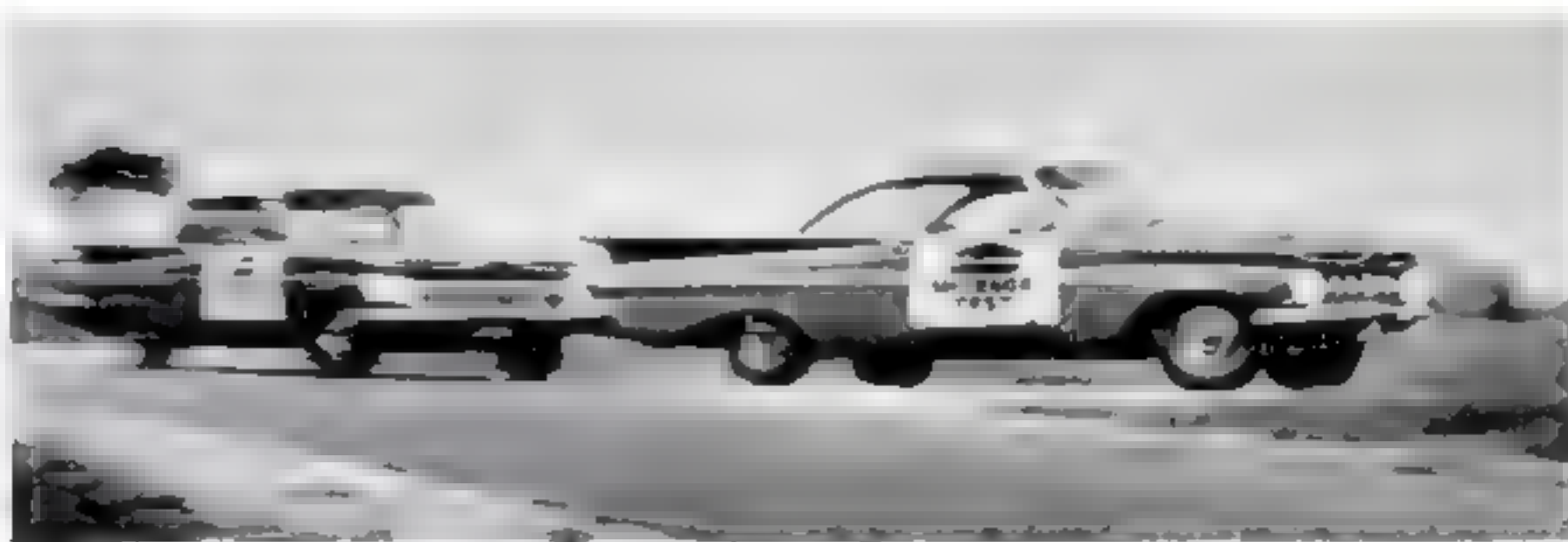


**EXTRA DEEP TREAD**—New B.F. Goodrich HT Silvertown has a 6% deeper tread than regular tires—plus a new zigzag tread design for no-skid stops, no-squeal turns and quiet cruising. There's extra Smileage *beneath* that firm, muscular tread—four plies of sturdy, heat-resisting nylon cord.

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**EXTRA WIDE TREAD**—B.F. Goodrich put extra rubber where the wear is—on the tire shoulders—and made the new HT Silvertown tread 13% wider than regular tires. Notice, too, the fins on the outside edges. They add strength and make the HT Silvertown cooler running. Here's extra Smileage when you're driving fast on hot highways!



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OF THE SMILING TIRE**









## A Seal's Scheming Sadness

Looking tortured and tremulous, the creature rose out of the water, assumed a prayerful position and rolled its eyes piteously upward. Lirr's Photographer Ralph Crane was on vacation when he saw it, but, he says, "I couldn't stand it. I went back to work right there." Crane worked for hours until he got this unforgettable picture. Then he threw in a fish. Linda, an inmate of the seal pool at Pacific Ocean Park in Santa Monica, Calif., gulped it down but continued to look agnized—a trick that perwades soft-hearted spectators to love her fish and, behind her mask of misery, makes Linda a very contented seal.



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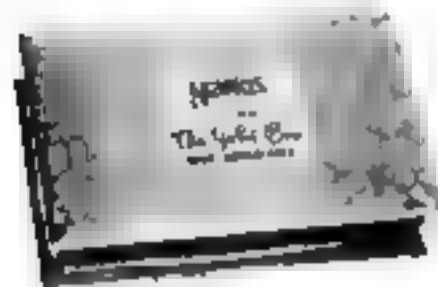


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**Best TASTE to  
GET!**

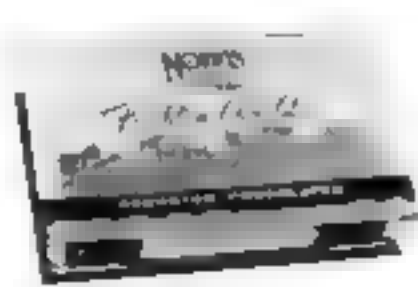
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Supert selection of exquisitely taste-tempting chocolates and confections  
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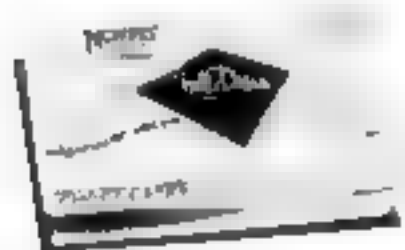
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A variety of unusual centers, in  
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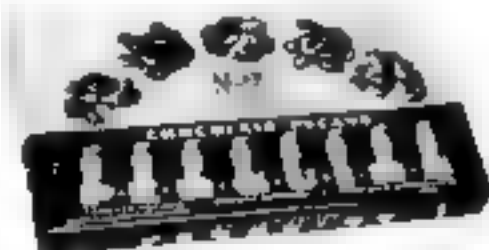
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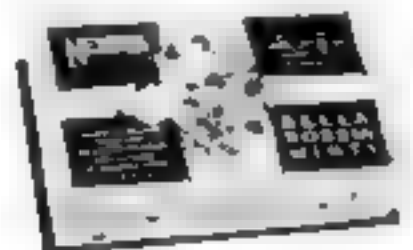
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Real fruit and nut whirl-spun  
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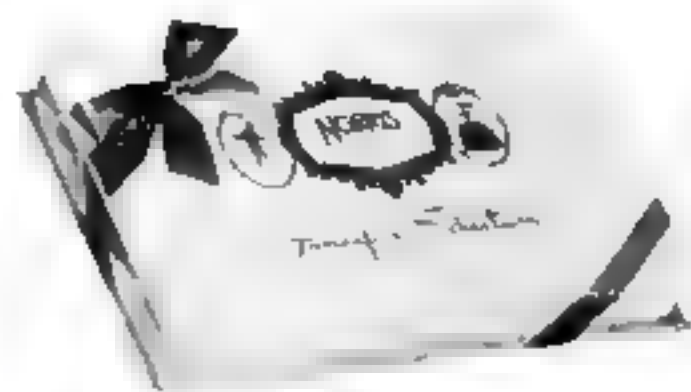
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Hand decorated, fruit and  
flower shaped cream mints...  
A must for parties. **\$1.20**

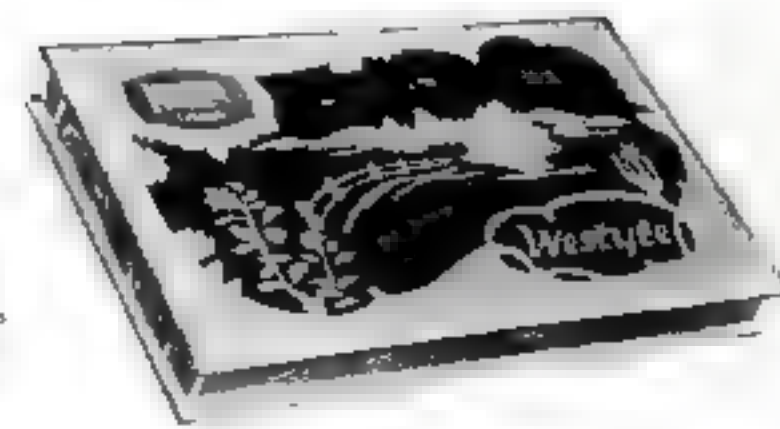
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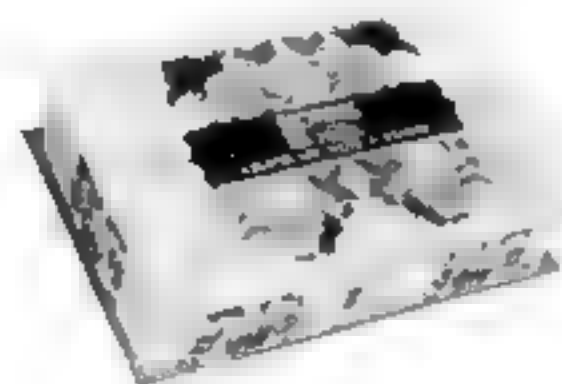
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perfection... Exotic tropical fruits...  
Crisp toasted rich nuts... Fruit nougatine  
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centers... Enrobed in smooth dark satifol  
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Truly a mouth-watering assortment of  
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chocolate. Each piece individually wrapped  
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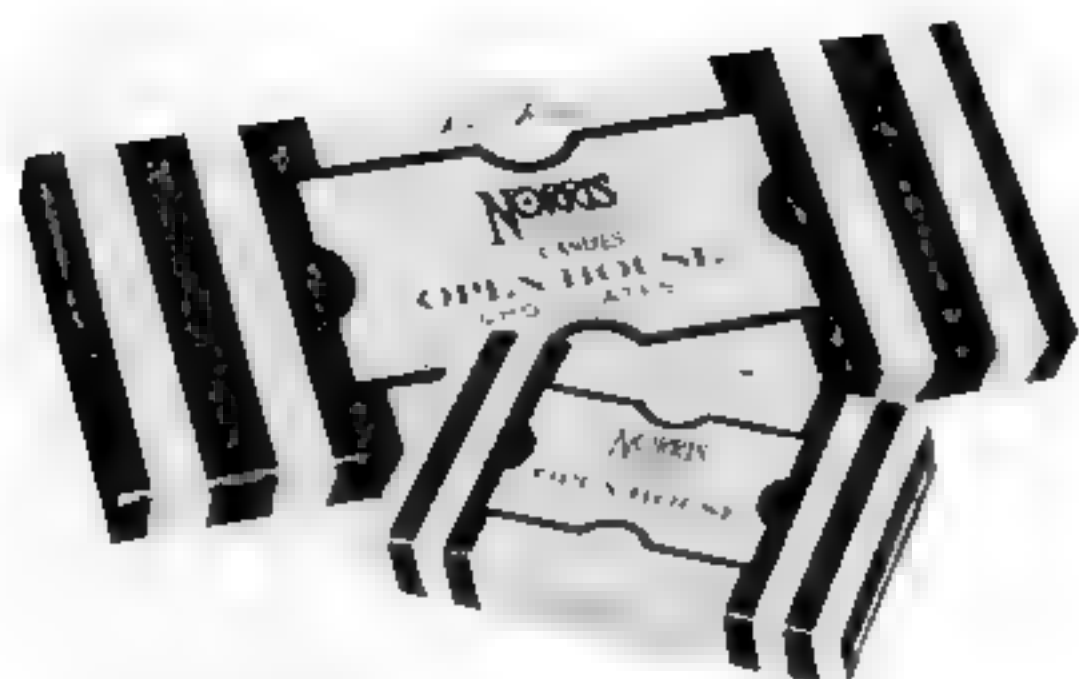
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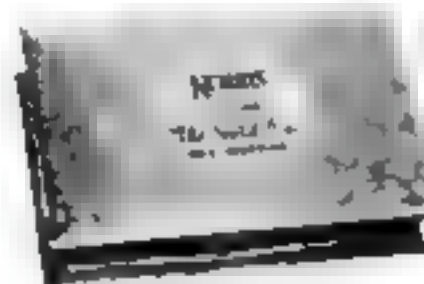
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GIVE...*

*Best TASTE to  
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### *The VARIETY Box*

Superb selection of exquisitely taste-tempting chocolates and confections  
... a favorite assortment for over half a century.

\$2.00



#### GOLD BOX

A variety of unusual centers, in  
rich Swiss milk chocolate. \$2.00



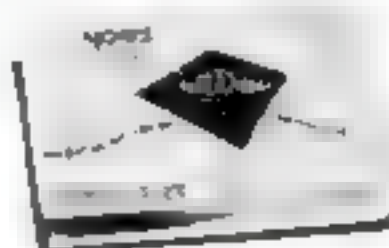
#### PEACHTREE CHOCOLATES

Mouth-watering centers, in  
milk and dark chocolate. \$1.75



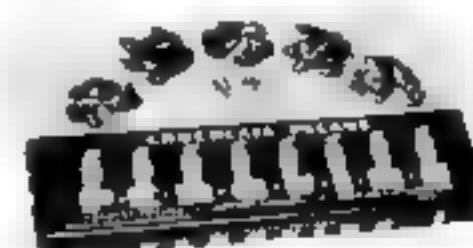
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Unusual flavor-rich centers, in  
light and dark chocolate. \$1.60



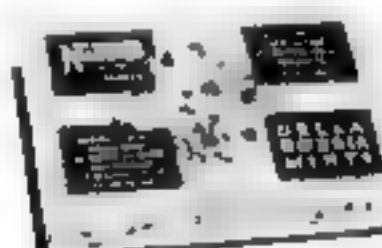
#### FULL DRESS

Real fruit and nut whirl-spun  
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dark chocolate. \$1.50



#### PENGUINS

Full cream, light, tender cara-  
mel, toasted pecans, Swiss  
milk chocolate. \$1.10



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A must for parties. \$1.20

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## LETTERS TO THE EDITORS

### ASTRONAUTS' WIVES

Sirs:

After I finished reading about the story of the "Seven Brave Women Behind the Astronauts" (LIFE, Sept. 21) I felt I knew each and every one personally. I wonder how many of the rest of the women in the U.S. would willingly let their husbands undertake such a pioneering task. Hats off to all seven couples; how can Project Mercury fail?

MRS. LYNN K. GREEN  
Columbus, Ohio

Sirs:

The fine article on the Astronauts' wives made me realize that these men are human beings and not just a part of a scientific experiment.

TONY BOELLNER  
Maumee, Ohio

Sirs:

After reading the article about the "inner thoughts" of the Astronauts' wives I can understand perfectly why some of the Astronauts would be glad to be in outer space. All that "togetherness" is enough to send anyone into the wild blue yonder.

MRS. RICHARD NEUMAN  
Havelock, N.C.

Sirs:

Congratulations on such a heart-warming article as the one on the Astronauts' wives. I got the feeling that whatever success the Astronauts achieve by their common assignment will be due chiefly to the bond of love, understanding and faith of their wives. The story was an inspiration.

EVELYN FERGIE  
St. Clair Shores, Mich.

Sirs:

I should suggest that before we publish sentimental articles about the Astronauts we manufacture something for them to fly in.

We are still likely to be admiring the Astronauts and their families long after the Russians have orbited several unsentimental human Sputniks.

BRUCE A. HARRIS JR.  
Huntington, N.Y.

### NOBLE HUDSON

Sirs:

Congratulations on a magnificent article. "The Noble Hudson, River of History" (LIFE, Sept. 21) never looked so beautiful as it did when photographed by Andreas Feininger.

GERARD W. DONNELLY  
No. Attleboro, Mass.

Sirs:

Your river is very beautiful, very noble, but it's my candid opinion that in the race for beauty and nobility your river is outstripped by the face of Mrs. Florence Vincent.

GWYN TRIFILLIS  
Baltimore, Md.

Sirs:

The Erie Canal was built from the Hudson not to Lake Ontario, as your map shows, but to Lake Erie. Had it been built to Lake Ontario, the operators of canal boats would have had to pull the boats up over Niagara Falls, an undertaking not yet tried.

E. D. WENSCOMB  
Chicago, Ill.

Sirs:

Your picture of the meeting of the rivers ceremony held during the recent Hudson celebration recalls a similar moment (below) 134 years ago.

At one of the ceremonies marking the opening of the Erie Canal, Governor DeWitt Clinton poured a barrel of Lake Erie water into the ocean along with water from many great rivers of the world.

LAWRENCE HOEY  
Detroit, Mich.



CLINTON AT CANAL CEREMONY

### CLOSE-UP

Sirs:

Your close-up of Shiko Munakata, the "Ebullient Artist from Japan" (LIFE, Sept. 21) was thoroughly delightful.

ROBERT LEE CROSS  
Philadelphia, Pa.

### SQUARES VS. BEATS

Sirs:

Your all too obvious contrast of two extremes—"Squaresville U.S.A. vs. Beatsville" (LIFE, Sept. 21)—proves only that really intelligent Americans would find both ways of life insufferable. Beatsniks who sit fully clothed in bathtubs reading phony poetry are grotesquely ostentatious. And Kansas families who flock around TV screens swapping comments are enervatingly dull. Surely there is a middle ground between contrived insanity and inherent mediocrity.

TOM ROBBINS  
Richmond, Va.

Sirs:

The article was ridiculously inadequate. If the values of a Kansas town are so uncannily excellent, why have they not satisfied everyone? Why have the beatsniks, with all their admitted mediocrities, sprung into existence?

Obviously the one has produced the  
CONTINUED

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STEREO MUSIC SOUNDS BETTER ON A WEBCOR

## LETTERS TO THE EDITORS

CONTINUED

other. The distortions of beatnik society are almost a direct mirror image of the intellectual, artistic and spiritual poverty of American life.

ALEXANDER CROSS

New York, N.Y.

Sirs:

As a 34-year resident of Hutchinson I would like to point out that we "squares" have a little more in the entertainment line than your article would imply. Namely, several lakes within a 50-mile radius where we can boat, water-ski or swim, an impressive sports arena which is used for national basketball tournaments, concerts and rodeos, an excellent city recreation program where you may learn anything from ceramic art to ballet.

We are only a car's hop from any road production of the best Broadway hits and our own little theater group can turn into the most devastating beatniks when they don costumes for roles in their plays.

Our town has a motto, "Looking? Hutchinson Has It!"

Mrs. BOYO ROSTINE

Hutchinson, Kan.

Sirs:

Venice has been my home for 22 years and most of it is beautiful, complete with picturesque canals which are so like Venice, Italy. Just because these screwy beatniks have invaded our town (temporarily, I assure you) is no reason to run us down.

Mrs. R. A. HENKENS

Venice, Calif.

Sirs:

I enjoyed your beatnik article immensely and feel that you handled it objectively. However, there seems to be a misunderstanding as to the meaning of true beat. Beat is not wearing dark glasses and beards and "talking funny." It is being, it is a realization of yourself as a separate entity and yet as a part of the whole rhythm of the universal life force. Beat is conformity of the greatest degree, it is conforming to God and nature and man as one force working together. Beat is awareness and it is not easily acquired. It comes from knowing life as pain, and from eating your bread in sorrow. It is a pity that a movement of such scope had to be reduced to the high school skit level.

BROCK E. HUNSDRICK

Reading, Pa.

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## LETTERS TO THE EDITORS

CONTINUED

Sirs:

I am enclosing a photograph taken during the production of *The Hypnotic Eye* at Allied Artists Studio, which is very similar to the one you published of Lawrence Lipton reciting a poem in Venice. It shows Mr. Lipton reciting an original poem, *Confessions of a Movie Addict*, written for our film.

It may interest you to know that Mr. Lipton has a very "square" agent, Music Corporation of America.

CHARLES B. BLOCH

Hollywood, Calif.



LIPTON BEFORE THE CAMERAS

Sirs:

My friends all think I'm square because I like Vivaldi and peanut butter sandwiches. Maybe I am, but, comparatively speaking, Hutchinson isn't Squaresville—it's Cube City.

DAVID G. BINGER

Cambridge, Mass.

Sirs:

Beats are poverty outside and rich inside, squares are rich outside and poverty inside. Beats need a bath. Squares need a book.

GEORGE KAUFFMAN

Berkeley, Calif.

Sirs:

Your intriguing story poses a question. Can the nonconformist beatnik explain why all beatniks look so very much more alike than any two squares in the world?

RUTH ISELY

Deerfield, Ill.

### IMAGES OF HISTORY

Sirs:

The article "Photographer's Warm Images of History" (*LIFE*, Sept. 21) should be read by everyone in the U.S.

Far too many people take for granted the security, comfort and freedom of America. An article such as this makes one wake up and appreciate the American way of life and everything it stands for.

CHARLES S. ROBISON

Sylvania, Ohio

Sirs:

It was with a twinge of nostalgia that I saw Carl Mydans' photographs since I was an Army nurse interned at Santo Tomas when the Mydanses were there.

It is difficult to imagine Carl's book without a single picture, but I look forward to reading *More Than Meets the Eye*.

ALICE Z. DAMERON

Brownville, Me.

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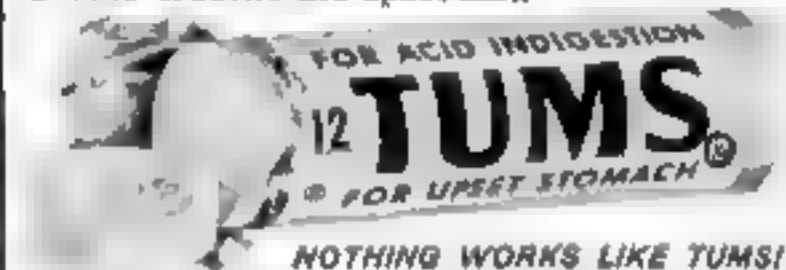
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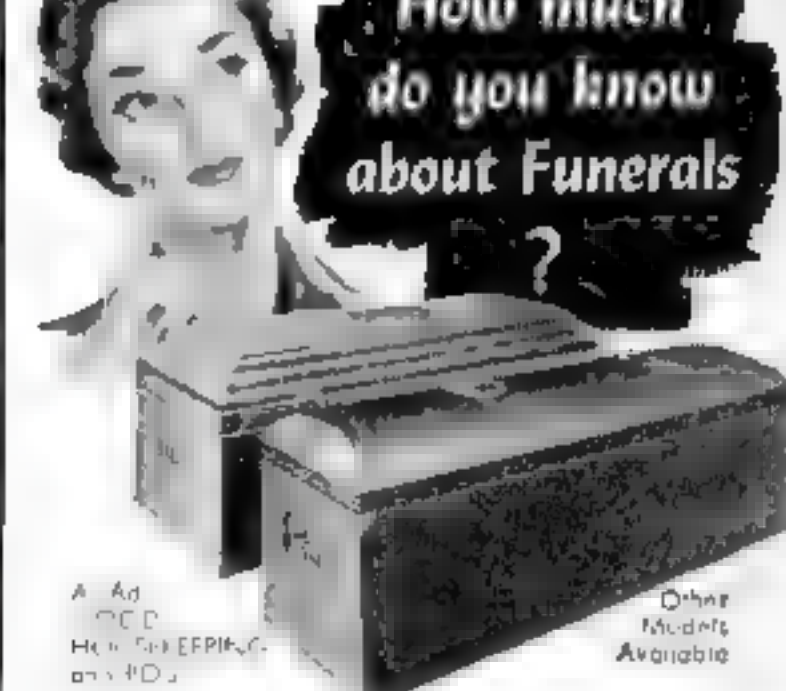
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WILBERT—the foremost name in burial vaults

©Trade Mark Wilbert W. Haase Co.





You stroke off whiskers with rotary blades... no pinch, no irritation!

No wonder *Norelco* Speedshaver is the world's largest seller!



1. Flip-Top Cleaning Head springs open at touch of button to empty cut whisker "dust".

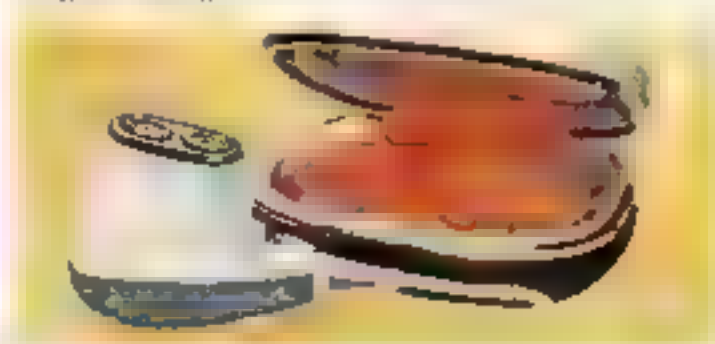


2. Self Sharpening Blades stay sharp, stroke off beard smoothly. You hardly feel you're shaving.

4 Reasons for buying or giving the Flip-Top Norelco

3. Rotary Blades shave continuously under motionless skin guards. No irritation.

4. Deluxe Travel Case with Speed Shaver. World's largest selling shaver has world wide service.



The minute you feel it touch your whiskers, you know Norelco is the shaver for you. What a wonderful difference in the shave!

What's the secret? Other shavers have clipping action. They stop and go — Back and forth. Clippers get dull, often pinch and irritate skin.

**Norelco has rotary blades.** They go round and round. They really shave, with continuous action. Self sharpening blades stay razor sharp. No pinch. No irritation.

**Norelco needs no hand setting.** Exclusive skin smoother adjusts automatically to shave any beard, light or heavy.

Buy no electric shaver till you try the new Norelco Speedshaver. AC/DC \$24.95. For Outdoorsmen: New Norelco Sportsman runs on flashlight batteries or car lighter, \$24.95.

For the Ladies: Deluxe new Lady Norelco AC/DC \$24.95 — the New Norelco Coquette AC/DC \$17.50. Norelco is known as Philips in Canada and throughout the rest of the free world. NORTH AMERICAN PHILIPS COMPANY, INC., 60 E. 42nd Street, New York 17, N.Y. Other products: Radios, Radiophones, Radiophotographs, Tape Recorders, Dictating Machines, Medical X-ray Equipment, Electronic Tubes and Devices.



# ENTER! IMPERIAL



## AMERICA'S MOST CAREFULLY BUILT CAR

Today, at showrooms across America, we introduce the totally new . . . totally wonderful Imperial.

It is new in design, new in interior styling, generous in its passenger space, new in many of its comforts and conveniences . . .

. . . but most spectacularly new in the manner of its building and assembly. It is built more carefully, tested more thoroughly, than any other car which has been or will be introduced this year. It requires more individual hand-crafting than other cars. It takes longer to build . . . because the skills which build it are the kind that can't be hurried. It has brought automotive craftsmanship back to America.

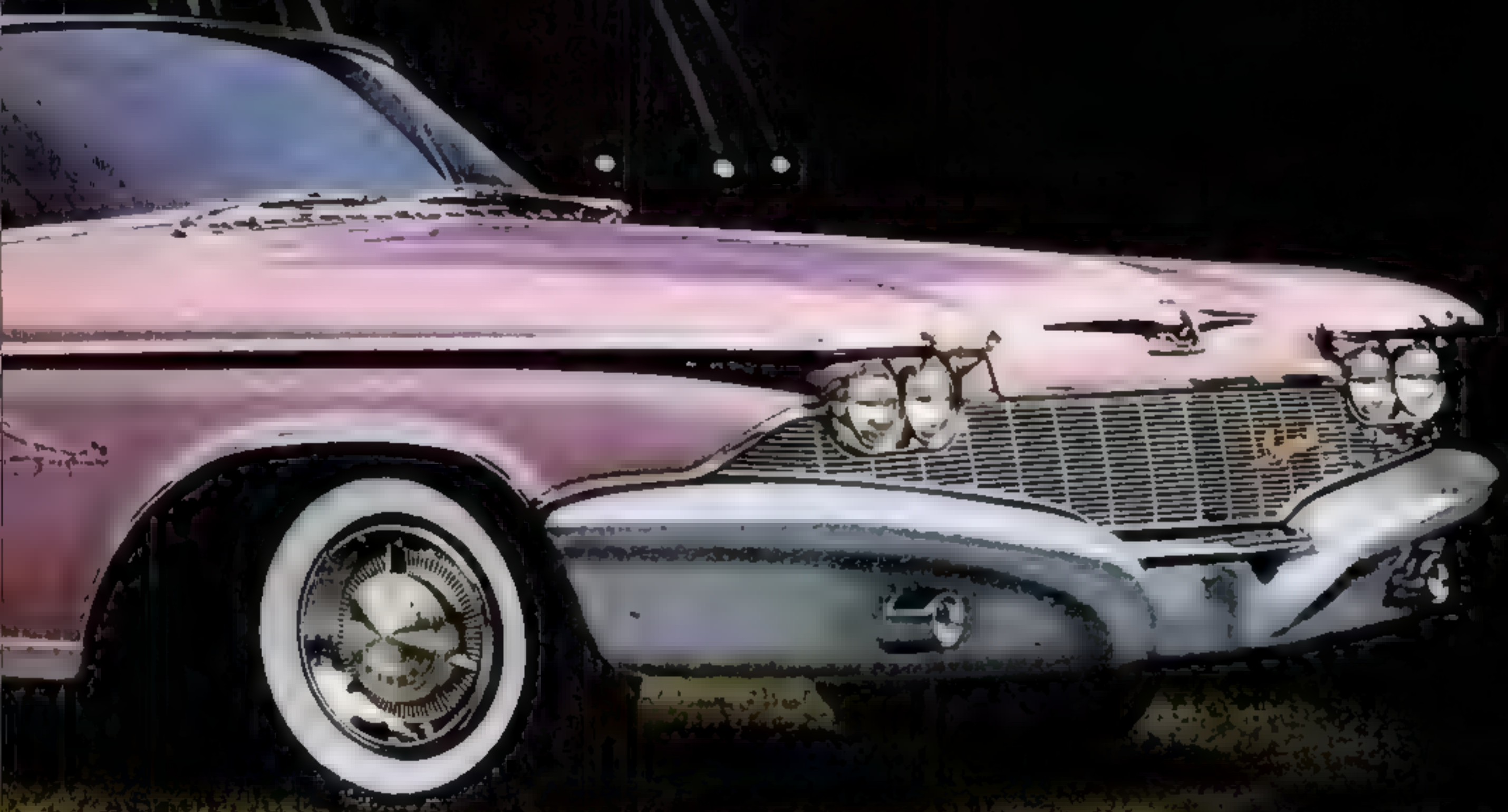
In this new Imperial of 1960, you rest in six thick inches of foam rubber . . . not for mere softness, but for a positioned support that eliminates fatigue. The high, throne-like back of the driving seat cushions you from shoulders to hips.

The new instrument panel is clarity itself. Bold, readable calibrations . . . logically placed controls . . . and a remarkable new Panelescent lighting which aids vision and depth perception at night by eliminating glare and reflection.

New swivel seats turn outward automatically as the door is opened . . . a new, exclusive, *automatic* version of Auto-Pilot tends the accelerator on long trips (two eminently practical options) . . . the engine produces more wheel-turning power than any other passenger car engine in the world.



# PERIAL 1960



THE IMPERIAL CUSTOM FOUR DOOR SOUTHAMPTON

And into the great dignity of our 1960 Imperial, we've injected a generous measure of pure, joyful eagerness. It handles, steers, accelerates, stops as if it were a thousand pounds lighter than it weighs. Its exclusive torsion bar suspension system produces a buoyant ride no other fine car has yet equalled.

We think you will agree Imperial of 1960 proves one satisfying point . . . that a fine car can be almost awesomely impressive, and still be a vivid, engaging personality . . . a good companion as well as an obedient servant.

Compare Imperial with any other fine car . . . in riding quality, in space and comfort . . . in ease of entry and exit, front and rear . . . in driving liveliness . . . and learn that it is, in luxurious fact, the finest car America has yet produced.



THE EXCLUSIVE IMPERIAL OF 1960  
PROUDEST ACHIEVEMENT OF CHRYSLER CORPORATION



*Even the "rocks"  
taste better*



86 PROOF



100 PROOF

THIS Kentucky bourbon is so rich and deep with flavor that its luxurious taste clings to the ice itself.

Most flavorsome, of course, is 100 proof bottled in bond Old Taylor—the nationwide favorite

of many whiskey connoisseurs for generations.

The same in quality, in 86 proof, Old Taylor 86 is lighter, more gentle—but completely satisfying in true bourbon taste. It's the mildest full-flavored bourbon money can buy.

**OLD TAYLOR**

*"The Noblest Bourbon of Them All"*







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## How we retired in 15 years with \$300 a month

"We'd never be out here in California today, financially independent and happy, if it hadn't been for what happened back in Scarsdale the night of February 10, 1944. How do I remember the date so well? It was my fortieth birthday and Nell had gotten tickets for 'Oklahoma' to celebrate. While she was dressing that night, I sat in the living room, idly leafing through a magazine.

"I suppose any man feels kind of serious when he hits forty. Someday Nell and I wanted really to enjoy life. We'd always longed to move out where it was summer all year, buy a house in southern California—grow flowers and soak up the sun—have time for living. But how could we?

"I was already forty. We hadn't saved much, and I realized that half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. We seemed to spend money as fast as we made it. So I began to wonder: Must I always live on a treadmill, like so many other people?

"As I turned the pages, an ad caught my eye and I started to read it. Strangely enough, it seemed as if the ad had been written just for me. There was, it said, a way for a man to retire on an income—without a big bank account. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of \$300 a month, beginning when I reached fifty-five.

And better yet, it wasn't just an income for myself alone. The Plan actually provided for an income as long as either Nell or I lived.

"Just as I finished, Nell came rushing downstairs, in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the theater.

"Well, a while back, my fifty-fifth birthday arrived—and was that ever a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$300 came in. So we sold the Scarsdale house and headed for California.

"We're in a beautiful spot here, just right for us. Our patio is our pride and joy. And I've taken up a new hobby—cooking barbecues, every chance I get. Every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is guaranteed for life!"

### Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of from \$50 to \$300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail, without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women and for Employee Pension Programs. Don't delay. Send for your copy now.

## PHOENIX MUTUAL Retirement Income Plan

GUARANTEES YOUR FUTURE  
OVER 100 YEARS  
OF LIFE INSURANCE PROTECTION  
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Phoenix Mutual Life Insurance Co.,  
315 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 28-page booklet showing new retirement income plans.

Plan for men ☐ Plan for women ☐

Name.....

Date of Birth.....

Business Address.....

Home Address.....



IN A NEW SERIES,

**LIFE**

# WHAT'S COME BETWEEN

Amid all the worries that intermittently plague man—  
anxiety over money, strains of family, the larger fears  
of war—there is one always present: the threat of ill-  
ness. It walks in every person's shadow and, when it  
strikes, the sharp sense of mortality makes itself felt.

Through the ages, when beset by sickness, people  
have turned to the doctor as protector and champion.  
Honor and respect were draped on him. The relation-  
ship between him and his patient became a bond.

Today this relationship has been imperiled as pa-  
tients, dealing with their doctors, are assailed by doubt.

There is a mounting awareness, both in and out of the  
profession, that the job being done by doctors today is  
short of what it could be. Physicians have a medical  
word to describe a phenomenon they admit is wide-  
spread: iatromisia, which means an aversion to doctors.  
The growth of iatromisia on the American scene is  
deeply disturbing. To explore it LIFE in this issue be-  
gins an important new series, "You and Your Doctor."

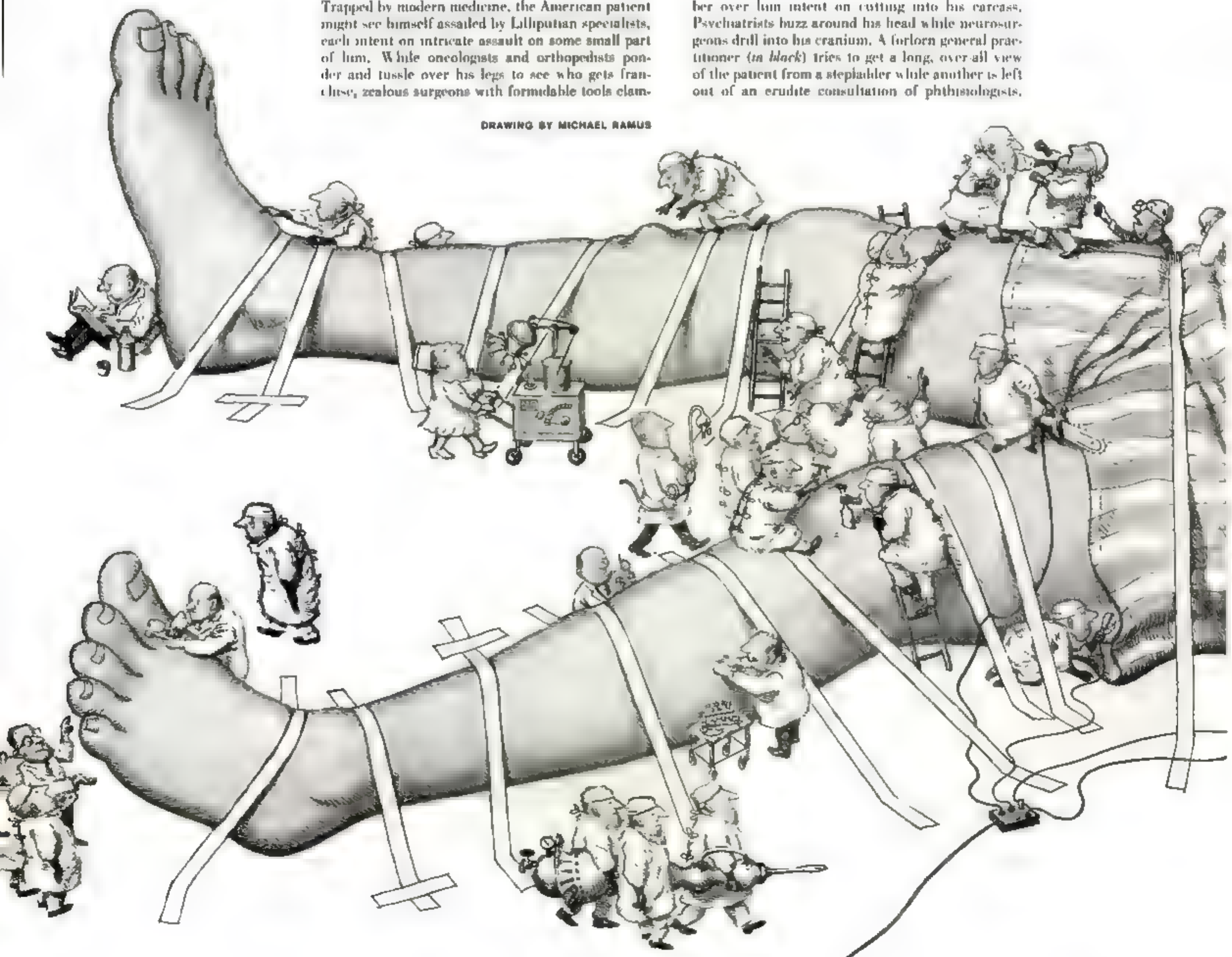
Too many Americans have on occasion felt like the  
figure below: a Gulliver, helpless in the toils of modern  
science, set upon by an army of doctors. He wishes

## WHY PATIENT FEELS LIKE A MODERN GULLIVER

Trapped by modern medicine, the American patient  
might see himself assailed by Lilliputian specialists,  
each intent on intricate assault on some small part  
of him. While oncologists and orthopedists pon-  
der and tussle over his legs to see who gets fran-  
chise, zealous surgeons with formidable tools clam-

ber over him intent on cutting into his carcass. Psy-  
chiatrists buzz around his head while neurosur-  
geons drill into his cranium. A forlorn general prac-  
titioner (in black) tries to get a long, over-all view  
of the patient from a step ladder while another is left  
out of an erudite consultation of phthisiologists.

DRAWING BY MICHAEL RAMUS





EXAMINES A DISTURBING SITUATION

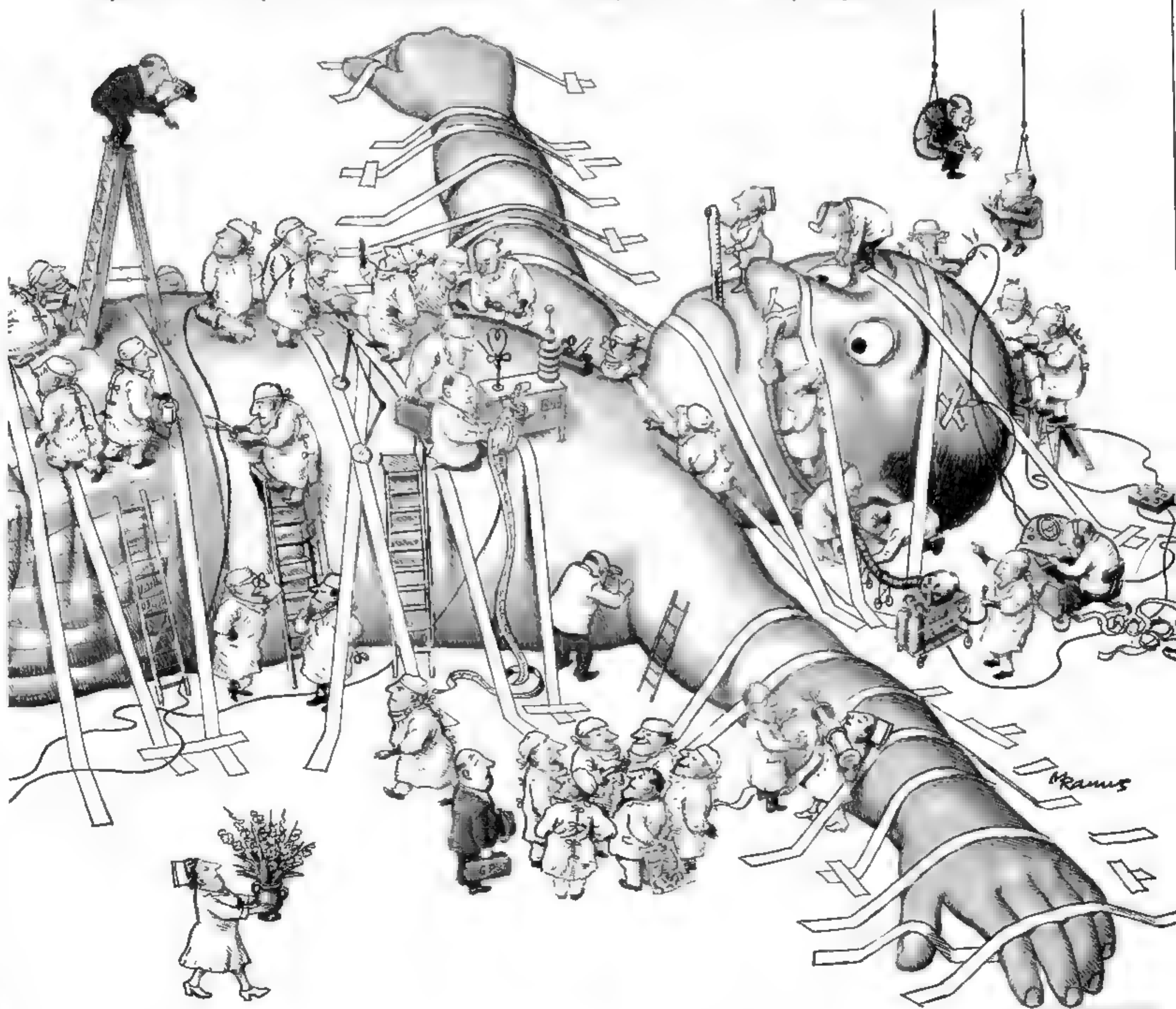
# YOU AND YOUR DOCTOR?

each doctor would display more than a Lilliputian interest in one subdivision of his anatomy. He is aghast at the bills he will have to pay. He wonders if anyone will tell him what is really wrong. And he sees no one person who can give him comfort and courage.

Since everyone becomes a patient in time, the problems pervade the whole nation and affect its 239,000 doctors. The troubling questions all come down to one base: how do things stand between you and your doctor? Do you think he regards you as just a customer or a subject on whom to try a new marvel of medicine? Or

do you look upon him as a selfless servant of the sick?

LIFE's series, which will examine the basic questions, will appear in four consecutive issues. In Part I, in an eight-page picture story starting on the next page, the camera puts *you* in the place of a patient, while, on pages 144-160, a searching article discusses a serious threat to the doctor-patient relationship. Part II next week will show the wearying work of a family doctor. Part III will scrutinize the skills of a surgeon who, seven years after medical school, is just at the end of training. Part IV will tell why being sick costs so much.







"I THINK YOU'LL HAVE TO GO TO THE HOSPITAL TO TAKE SOME TESTS," THE DOCTOR SAYS

# THROUGH THE EYES OF THE PATIENT

Photographed for LIFE by LEONARD McCOMBE

The hands gesturing nervously above, the man in white looking gravely over his desk — this is a classic moment in the relationship between patient and doctor. In this picture, in all those in this story, the patient is nameless and unseen. The camera is where you would be if you were the patient; the camera, in effect, IS you. It shows what you would see and evokes what you would feel from the first visit to the doctor to the resolution of the trouble in an operating room.

What brings a patient to his doctor could be an illness that has struck suddenly with stabbing pain or a sudden spell of nausea or dizziness. Or it could be an ache long

ignored but too stubborn to be disregarded any longer. Whether driven by shock or by anxiety, the patient proceeds reluctantly. The doctor's decision, even if the trouble is not too serious, can mean a disruption of life, separation from family and friends, a surrender of the body to the expert but alien hands of an institution. When the hospital door closes, fear gets a grip that steadily tightens, despite all the professional cheerfulness — a cheerfulness that somehow fails to cheer the unreachable, walled-in state of loneliness that is always part of illness.

The situations pictured here occurred at the East Orange (N.J.) General Hospital.



At the hospital, the seated receptionist asks, "Are you to be admitted?" Then the volunteer worker in the smock says, "The office is down



"DEPOSIT YOUR MONEY AND VALUABLES," SAYS THE ADMISSIONS CLERK, FILLING A FORM







the hall." Their cheery "Welcome to the hospital" does nothing to dispel the feeling of doors closing irrevocably behind your back.



"What is this splotch on your foot?" asks the nurse, making a noise. "It can't be a bed sore already—you only checked in yesterday."



"Does it hurt here—or here?" asks the doctor, leaning over the bed as his fingers firmly probe all the tender places of the abdomen.



PATIENT  
CONTINUED



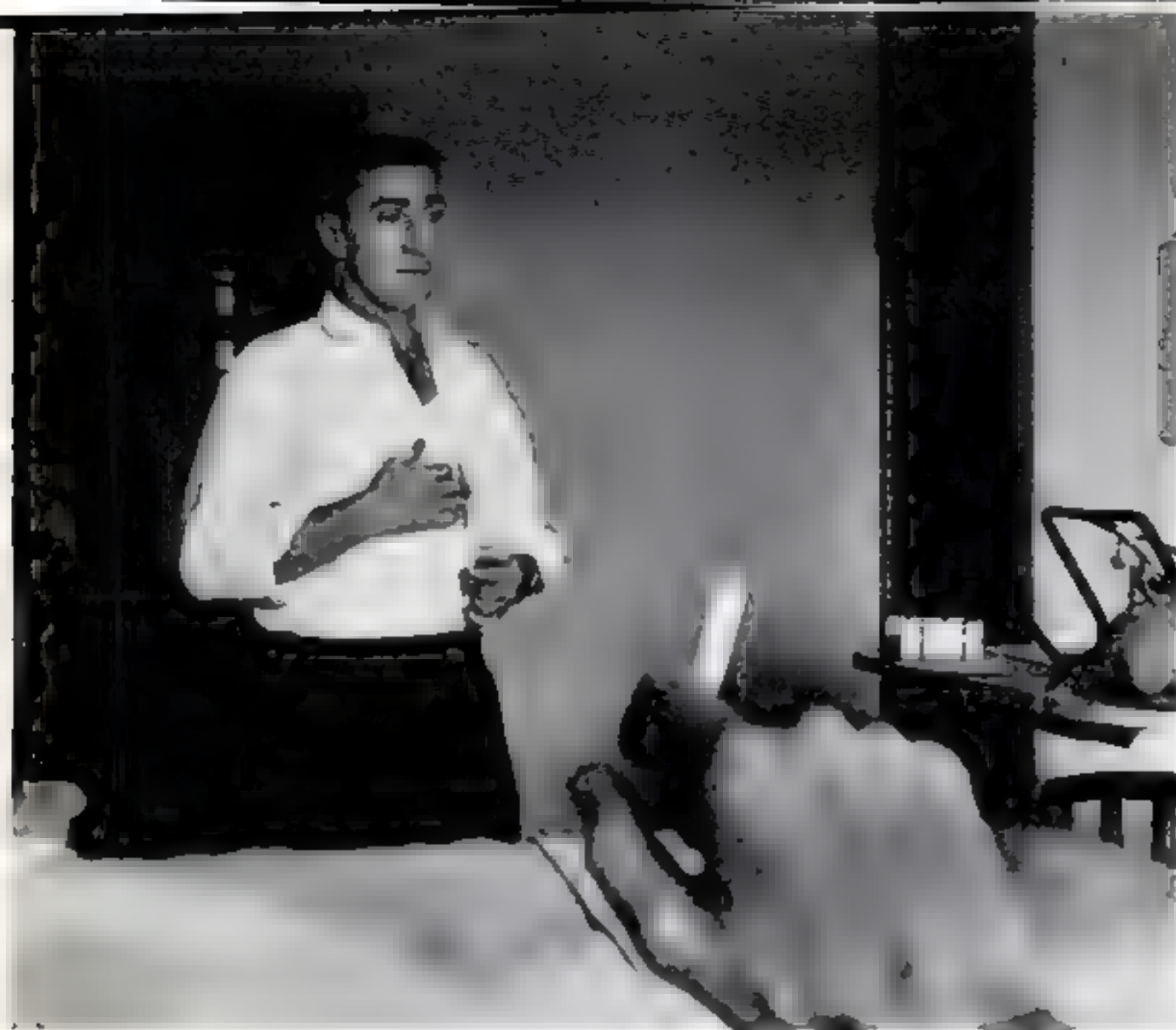
A roommate's presence provides an unlooked-for strain. "I've been reading this book, *Only in America*," he says, as he combs his hair. "It's full of philosophy." Almost well and in indecently high spirits, all he

wants to do is talk—at a time when talk is such an effort. The next day, he leaves the hospital, grinning and waving goodbye. Lucky fellow, to be rejoining the human race. His brightly smiling wife says, "Bob says

## THE STRAIN OF ROOMMATES, THE PAIN OF A







you've been the nicest roommate." It is not long before a new roommate arrives. The fear plainly shows in the newcomer's face. Or is it merely a reflection of your own fear? He has a slipped disc. They will



probably have to operate on his spine. Not a pleasant prospect. When his food arrives, he stares at it morosely without taking a bite. But at least he knows what is wrong with him. He knows what he has to face.

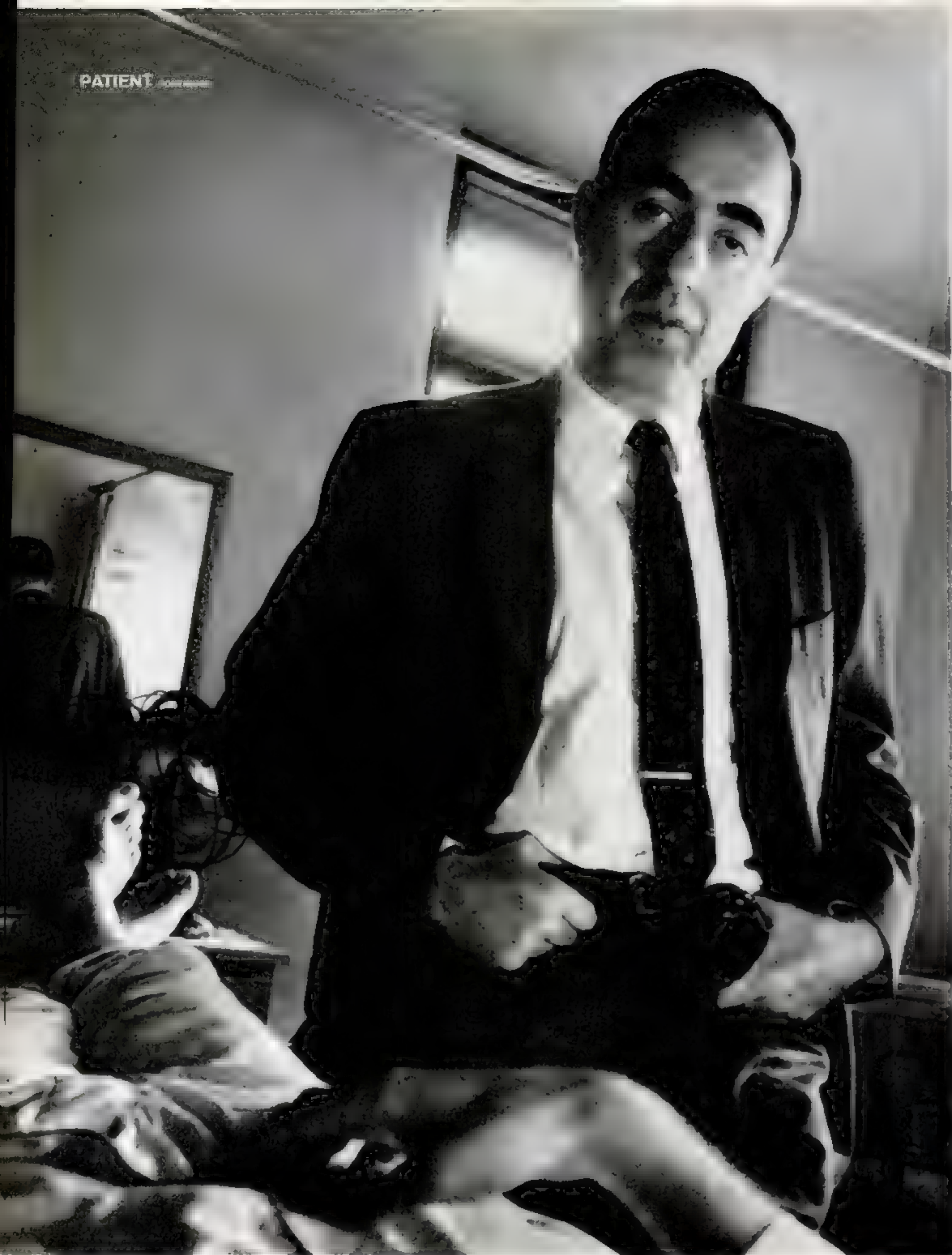
## BIOPSY, THE TASTE OF AN X-RAY COCKTAIL



**The staring nurses** are not staring to be rude. They are merely observing their first biopsy. They know that it hurts, even under local anesthetic, to have a long instrument jabbed in to extract a chunk of liver.

**Weird offering** is made by a weird figure as the radiologist, wearing goggles, a lead apron and heavy, yellow lead-lined gloves, hands a barium cocktail to be swallowed so that the X-ray can probe the body's innards.





The doctor's news seems good—at first. "The X-rays and biopsy don't give us the answers," he says. "But there does seem to be something wrong. We think we'd better operate to see what's going on in there."





**Operating room nurse** stands holding a chart book at entrance to operating room, saying reassuring things. Her words — "You won't have any trouble" — may not convince, but her eyes are warm with understanding.



# THE HOVERING FIGURES WITH MASKED FACES

From the very first minute in the hospital's admissions office, the possibility of surgery has hovered menacingly in the background. "Even if you're not going to have an operation," the clerk said, "we want you to sign this giving us permission to operate. Sign right here." It read: "Permission to dispose of any parts removed." To sign it would be the final surrender of the body, the ultimate expression of faith in the knowledge and competence of the medical profession.

But if the doctors think surgery is necessary, what else is there to do but let them? The new roommate in the next bed, though sick with fear, felt the same way. Nobody relishes the idea of being cut up. And now—though it is still hard to believe, here on a slab under glaringly hostile lights—it is about to happen. The doctor called it an "exploratory" operation. Chances are it is liver trouble or gallstones. He never used the word cancer. But it stays in the mind until consciousness fades under the anesthetic—just as the images of the ordeal he went through will stay always in the mind of the patient whose case these pictures describe, long after his successful gallstone operation.



The surgeon gets ready and, as he does, his strange get-up heightens the growing feeling of unreality. As the nurse helps lace him up in back, he raises the practiced arm that will shortly guide the keen-honed blade.

The anesthetic has been taken, and briefly, under the operating lights, there is a pause. The spectacled surgeon and the anesthetist hover over, watching and waiting to start work as soon as consciousness has gone.







PAGES 144-160  
THE THREAT TO  
DOCTOR-PATIENT  
RELATIONSHIPS

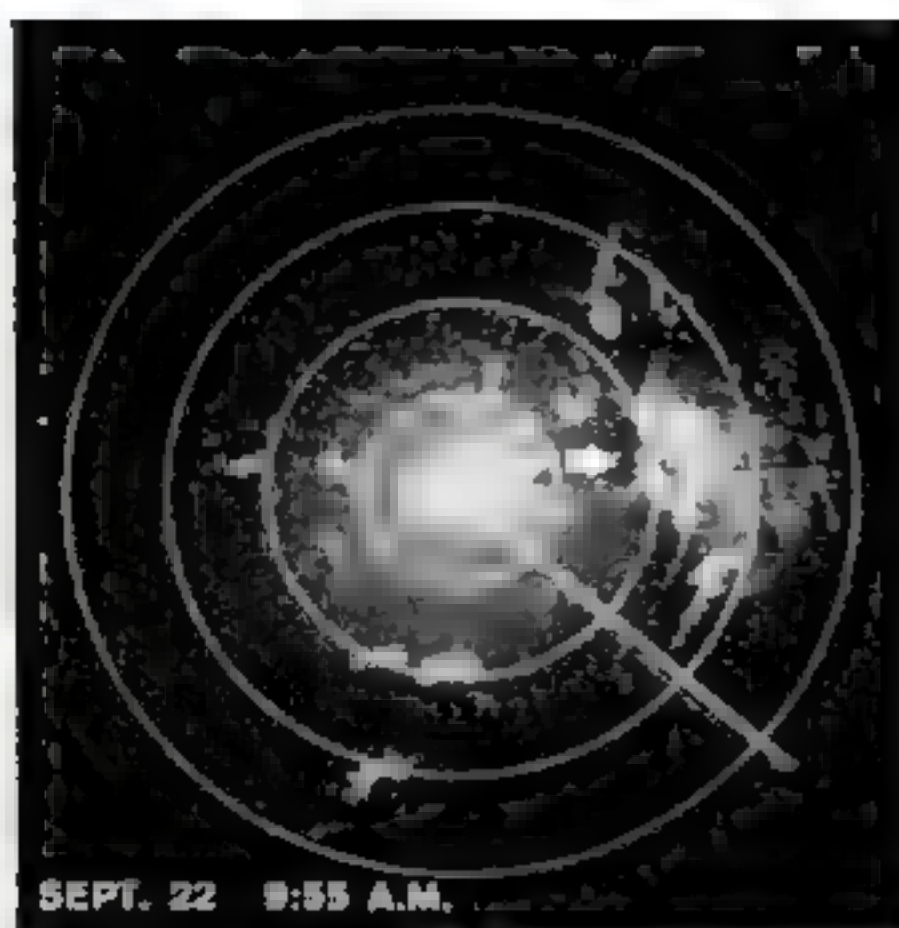




**GRACIE'S DREAD BEAUTY** is shown in photograph of hurricane "eye" as it crosses U. S. coast. Picture taken by Navy Commander R. S. Hill, flying in the

calm middle of the storm at 38,000 feet, shows massive cloud swirls at the bottom of the eye at 8,000 feet and thinner clouds at top of eye at 50,000 feet.

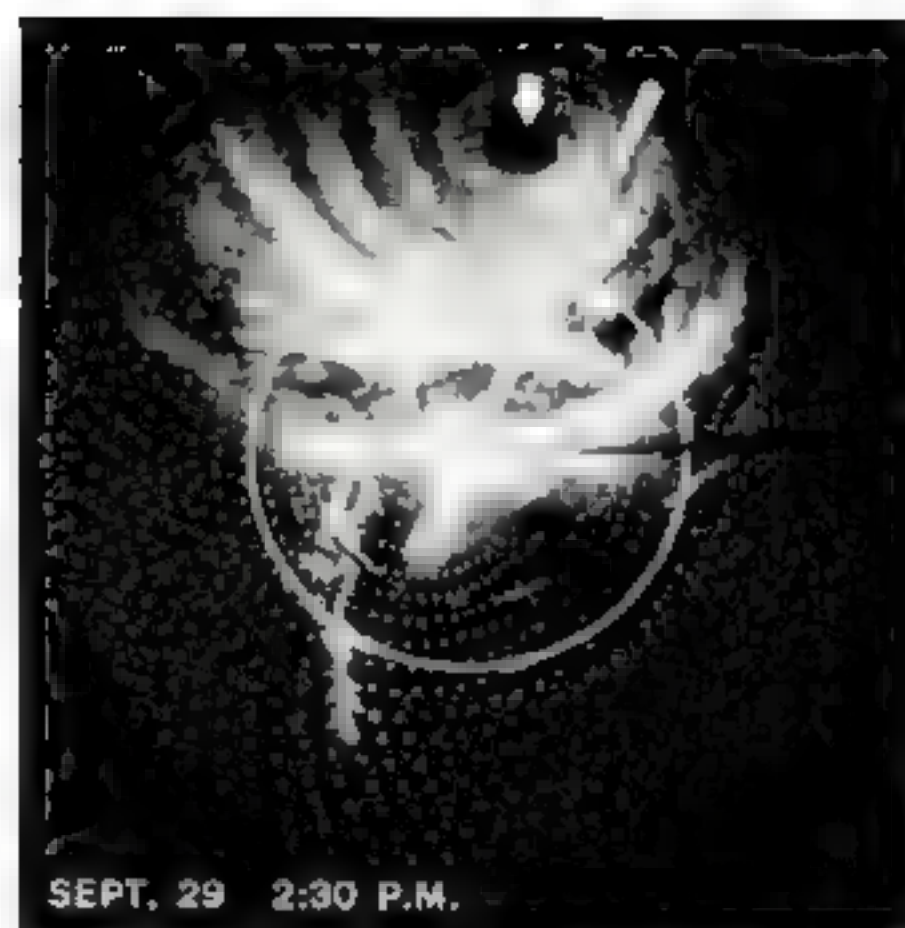




**TRACKING HURRICANE EYE**, the radar of Navy Early Warning Squadron 4 spotted storm before eye was fully formed (*left, arrow*) about 100 miles southeast of Miami. This detection gave best warning U.S. had ever had of a hurricane's location. Soon after, same radar showed eye was formed (*center, arrow*).



SEPT. 22 12:40 P.M.



SEPT. 29 2:30 P.M.

White masses are heavy cloud formations. Plane radar followed storm and photographed it as it hit the U.S. coast (*right*). The eye (*arrow*) has moved inland from Charleston, S.C. Area of turbulence is huge. Jagged line at bottom left center of screen is the Florida-Georgia coast. Dots are interference on screen.

## CLOSE-UP OF GRIM 'GRACIE'

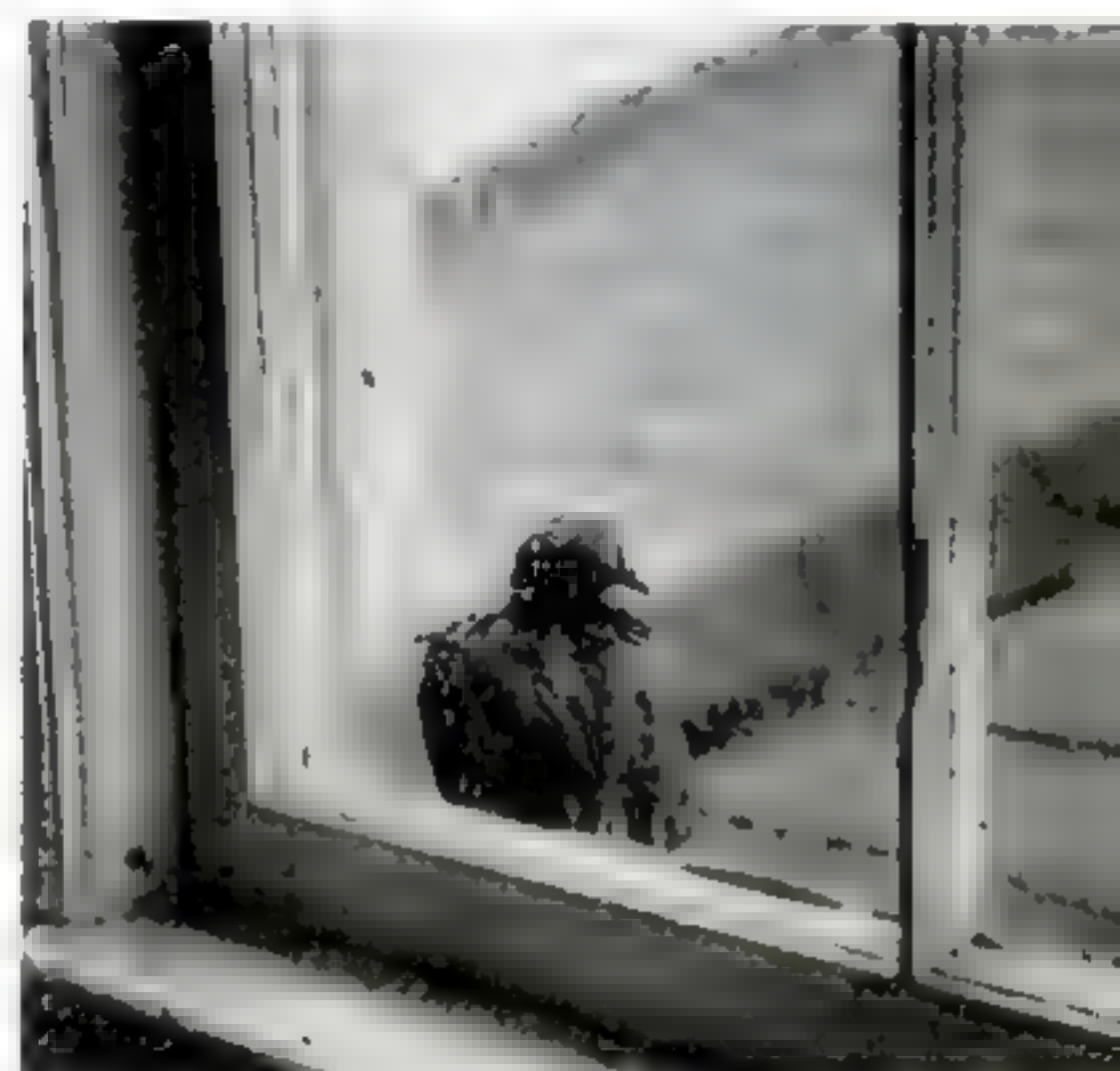
### Planes skillfully track the hurricane's career

As Hurricane Gracie last week swept in from the Atlantic, she was watched more thoroughly than any storm had been before. U.S. Navy long-range patrol planes had caught Gracie's "eye" (*above*) a full week before she lashed the land. And as Gracie finally struck across the Georgia-South Carolina coast a Navy pilot took an incredible picture of the virago's billows (*opposite page*).

The efficient warnings by the Joint Hurricane Warning Service (Navy, Air Force, Weather Bureau) gave people on the U.S. mainland time to button up against the hurricane and to minimize losses. Nevertheless, when the 125-mph winds and the salvos of rainfall hit

the coast seven people were killed, 5,000 were made homeless and some \$7 million worth of property around Charleston, S.C. was wrecked. The Marine base at Parris Island, S.C. took a million-dollar thrashing. Storm waves as high as 15 feet drowned people in Miami and ravaged the coast up to North Carolina.

Then Gracie lumbered inland and north in a 100-mile swath. She spawned a subsidiary tornado that exploded into two houses in Ivy, Va. and hurled 11 of the occupants over an area of 300 yards and killed them. But the destruction, though great, did not compare with the devastation wrought by another storm on the other side of another ocean (*turn page*).



**WET PIGEON** in storm cowers on a window ledge near Savannah before photographer brought it in.

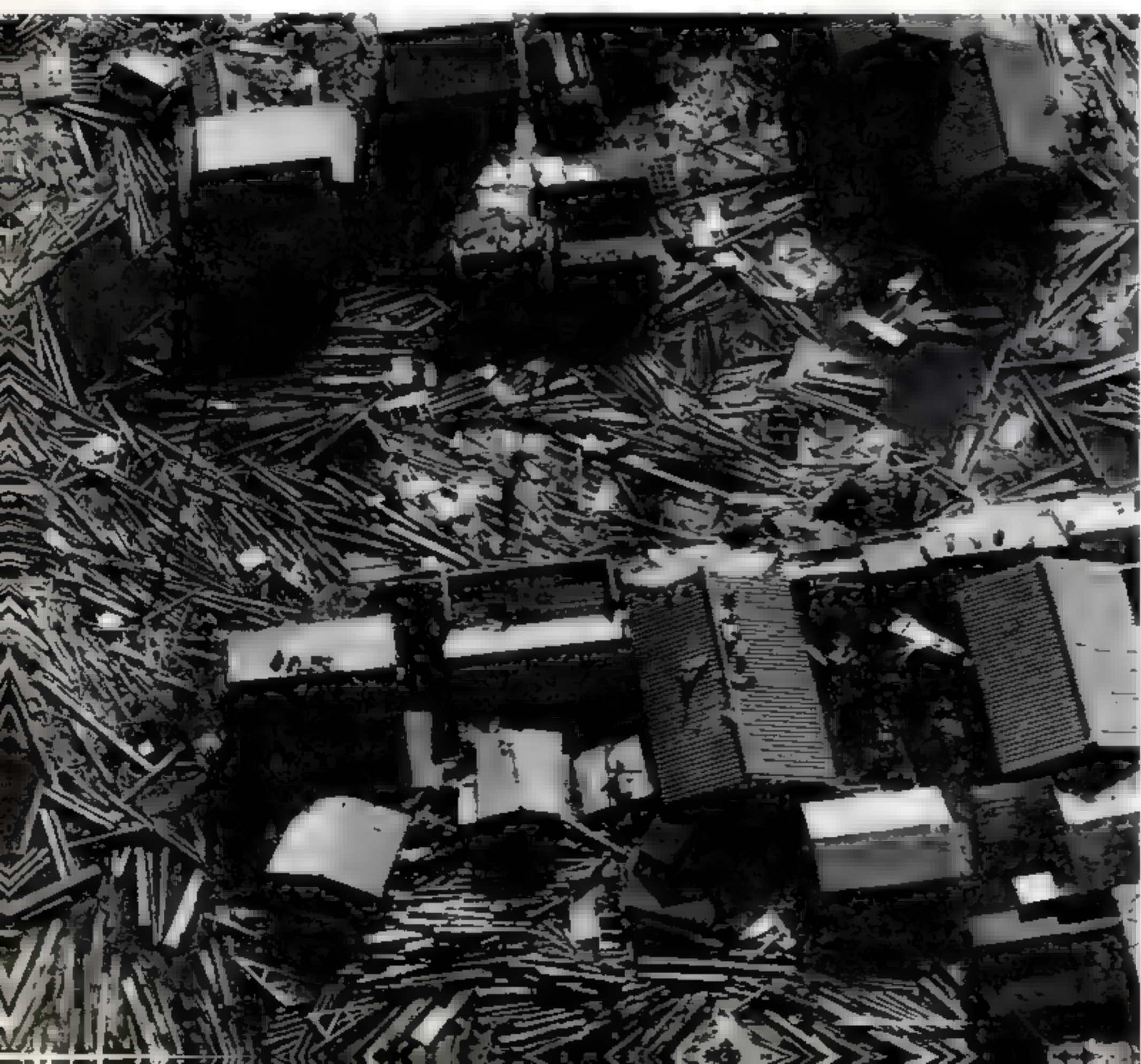
**DEBRIS SCATTERED ABOUT BY HURRICANE GRACIE LITTERS THE WATERFRONT IN CHARLESTON, S.C. WHILE A BIG FREIGHTER (REAR) WALLOWS IN THE WAVES**







IN NAGOYA AT HEIGHT OF JAPANESE TYPHOON, HELMETED POLICE LEAD PEOPLE TO SAFETY THROUGH FLOOD WATERS. PEOPLE HOLD BAMBOO POLES, LASHED



← DELUGE OF LOGS, carried through Nagoya by flood surrounds houses as people flee to the roofs





TOGETHER, TO KEEP FROM BEING WASHED AWAY



RESCUE OF BOY is accomplished in Nagoya after apartment house (left) where he lived collapsed

# TYPHOON'S HAVOC IN JAPAN

Nation's worst storm ravages city and kills 5,000

As the 1.3 million people of Nagoya in Japan prepared to mark the 70th anniversary of their city with flowers, floats and fireworks, a typhoon tore terrifyingly into them and brought instead of celebration, the worst storm disaster in Japan's recorded history. Logs from the Nagoya lumberyards crashed through the flooded streets like battering rams. Rain winds up to 135 mph tossed heavy ships ashore and knocked down the frail houses. Often water came into the houses so fast that residents had to break holes through their roofs to escape.

Elsewhere in the path of the storm, dikes broke and the sea came rushing in to wash away entire villages—people, livestock and all. Preliminary estimates of the damage placed it at over 5,000 persons dead or missing, nearly 400,000 homeless and over \$750 million worth of property destroyed.

When the typhoon had gone, other scourges followed—hunger, disease, the shattering desolation of loss and thieving so widespread that many of the victims wanted to stay with their battered homes just to protect their last poor



STORM TORE OVER THICKLY POPULATED HONSHU

possessions. The rescue of the marooned by Japanese and U.S. helicopters was interrupted by recurring rains and high tides. Some 25,000 people were still stranded on the roofs of Nagoya seven days after the storm. The helicopters worked frantically to pick them up before the elements could sweep them off to drown.

BOY SEPARATED FROM MOTHER CLUTCHES WOMAN WHO HOLDS FLOWN-IN RATIONS AND CHOPSTICKS





# 'LOOK MA, NO HORNS!'

## EXTRA TIME IMPLIED BY KHRUSHCHEV'S PITCH CAN BE VALUABLE

Khrushchev's visit is generally agreed to have won everybody "time." Or as Secretary Herter told congressional leaders, "Things are about where they were except that there is opportunity for further conferences." Without disputing this conclusion, what does "winning time" mean?

At Camp David, Khrushchev's only important concession was to agree that there is no time limit on Western rights in Berlin (Ike would not let him drop the subject until he made it). Khrushchev later confirmed this concession in Moscow. But he refused to put it on paper, and we for our part have agreed to further negotiations on Berlin that may lead to worse frustration than the last ones. The time won is not endless; the silver lining has a cloud, the plus has a minus; and this was true of all the high points of Khrushchev's visit.

For example: We can be glad that his tantrum in Los Angeles, where he threatened to call his whole trip off, was soothed away by friendlier hosts in San Francisco, *et seq.*; but it's too bad Khrushchev can boast (as he did in Moscow) that his threat "produced its effect"; we hope he won't conclude that Americans can always be bullied. We are glad that he liked the American people, but a little startled that he felt extra comfortable with party-liner Harry Bridges and his Pacific longshoremen (of whom Khrushchev said in Moscow, "I felt as though I was among Soviet workers [applause]"). We are glad he has stopped jamming the *Voice of America*, but wish this were a permanent new Russian policy.

We are glad he learned, or professed to, that our arms program is not a capitalist plot to sustain profits and employment; but we are sorry the Soviet press and radio haven't yet switched to this new line. We are glad Khrushchev has ceased to make the old Marxist distinction between the U.S. government and the American people; he has even admitted that Ike has "an absolute majority" behind his foreign policy. But of the hostile forces he saw here, he also said: "This worm, and a big one for that matter, is still alive and may show its vitality in the future"—in other words, if he ever wants to repropagate the Marxist view of America, he has laid the ground for it.

Can we then count no tangible and unqualified gains from Khrushchev's trip? There was a distinct educational gain. To see this "Communist LaGuardia" at close hand, and to get his energetic message (which might be summarized as "Look Ma, no horns"), has certainly added to our understanding of the nature of the Soviet threat. That threat has not been eliminated by any means, but it seems less mysterious, even less sinister, as Khrushchev embodies it.

He conveyed to us not only his own intransigent faith in Communism, but also the need of any serious politician, and perhaps a special need of this one, to avoid war.

Khrushchev, who says he believes in reason as well as in history, has managed to make his desire for peace sound as real as it is rational. His words on this subject still run far ahead of his deeds; but what he has said about inspection and control of disarmament at least justifies the renewal of disarmament negotiations in Geneva this winter. And in Peking last week he told his Chinese friends (who were brandishing all the armed might they could muster for their 10th anniversary): "The President of the United States . . . is aware of the need for relaxing international tension. . . . Therefore, we, on our part, must do everything possible to preclude war as a means for settling outstanding questions." The fact that Communists are well armed, added Khrushchev, "certainly does not mean that we should test the stability of the capitalist system by force. This would be wrong. The people would never understand. . . . Even such a noble and progressive system as socialism cannot be imposed by force of arms against the will of the people." For a day or two at least, Khrushchev almost sounded like a U.S. ambassador to Red China.

It may well be that Khrushchev himself is desperate for immediate time—time to strengthen his own position in Russia, to consolidate his empire, to save the precarious Chinese revolution. He may use this time, which we have given each other in the name of peace, to redouble his military menace later. That possibility reinforces the warning of Premier Segni of Italy against any weakening of NATO or our own armaments "without appropriate guarantees."

But whatever his immediate need of time, Khrushchev seems to believe that time in the long run is on the side of Communism. If so his desire for peace is rational from a Communist viewpoint, and justifies further negotiation to secure it. Such negotiations, if they do not end the cold war, might at least drain the fear of hot war out of the inevitable rivalry. If that rivalry can be kept confined to the field of politics and economics, then we shall see whose side time and history are really on.

The President and Secretary Herter deeply believe time is on our side, whether short or long. They have that good reason to invest effort in winning some of it. They have invested a lot of effort and deserve congratulations. Will the time they have won prove useful to us, and history prove kind to freedom? That depends not only on the wisdom and courage of our leaders, but on the purpose and clarity of the American people.

## OUT OF THE SOCK

"It was fantastic. Everyone in the government bond department was so busy that no one got out to lunch."

So a Manhattan banker last week described the public's reaction to the first 5% government security offered in 30 years. The issue was \$2 billion worth of notes maturing in four years and 10 months. Result: a public rush unmatched in the memory of bankers and bond men. Applications were accompanied by checks ranging from \$1,000 to \$25,000, many drawn on savings banks and savings and loan associations.

Until the Treasury tried this experiment of offering an interest rate high enough to attract savings, it had been forced to raise its day-to-day needs through short-term bills bought chiefly by banks. This was inflationary precisely because it did not soak up savings of individuals and institutions. And, ironically, to get this short-term money, the Treasury had to pay as much as 4.7% or more than the 4½% arbitrary ceiling (legislated 41 years ago) on bonds of five years or more. The big rush for the 5¼ notes proves what Secretary Anderson has been saying all along—the savers will put their money in governments if the interest rate is in keeping with the going money market.

The arbitrary interest ceiling on bonds of five years or longer tends to force up the cost of shorter term borrowing. Anderson estimates he could have raised the present \$2 billion at rates well below 5%, and for a longer term, if this ceiling were removed. He has now shown that the money is there, ready to come out of sock, mattress and savings bank if the price is right. Now it's up to Congress, when it resumes next January, to lift the ceiling and thus help Treasury put more and more of the public debt into these noninflationary savings.



# out flavors

any single juice!

Your happy tastebuds will tell you a thing or two about V-8. They'll tell you V-8's *all* flavor—flavor 8 juices deep! Flavor so fresh it practically smiles at you. So lively it never ever bores you at breakfast.

Vital statistics on V-8 Vegetable Juices: fewer calories than fruit juice... important vitamins and minerals ...choice of four sizes, from the little 6-ounce individual size to the large 46-ounce size that every V-8 lovin' family needs.



V-8 is a trademark of Campbell Soup Company



THE MOTOR CARS you have just seen on these pages will soon introduce a new era of elegance to the world's highways.

They are the Cadillac cars of 1960—and, in every way, they represent the Cadillac tradition in its finest hour.

In appearance, they are regal and majestic as never before—a brilliant symphony of line and contour from the sparkling new grille to the gracefully arched rear fenders.

In interior decor, they are truly magnificent—featuring luxurious new fabrics and leathers—new convenience of appointments—and new excellence in every detail of tailoring and craftsmanship.

And in the way they drive and handle, they are perfection on

wheels. There is a greatly refined engine and transmission that provide even finer performance . . . a ride of unbelievable smoothness and quiet . . . and advancements in power steering and braking that make motoring the simplest of pleasures.

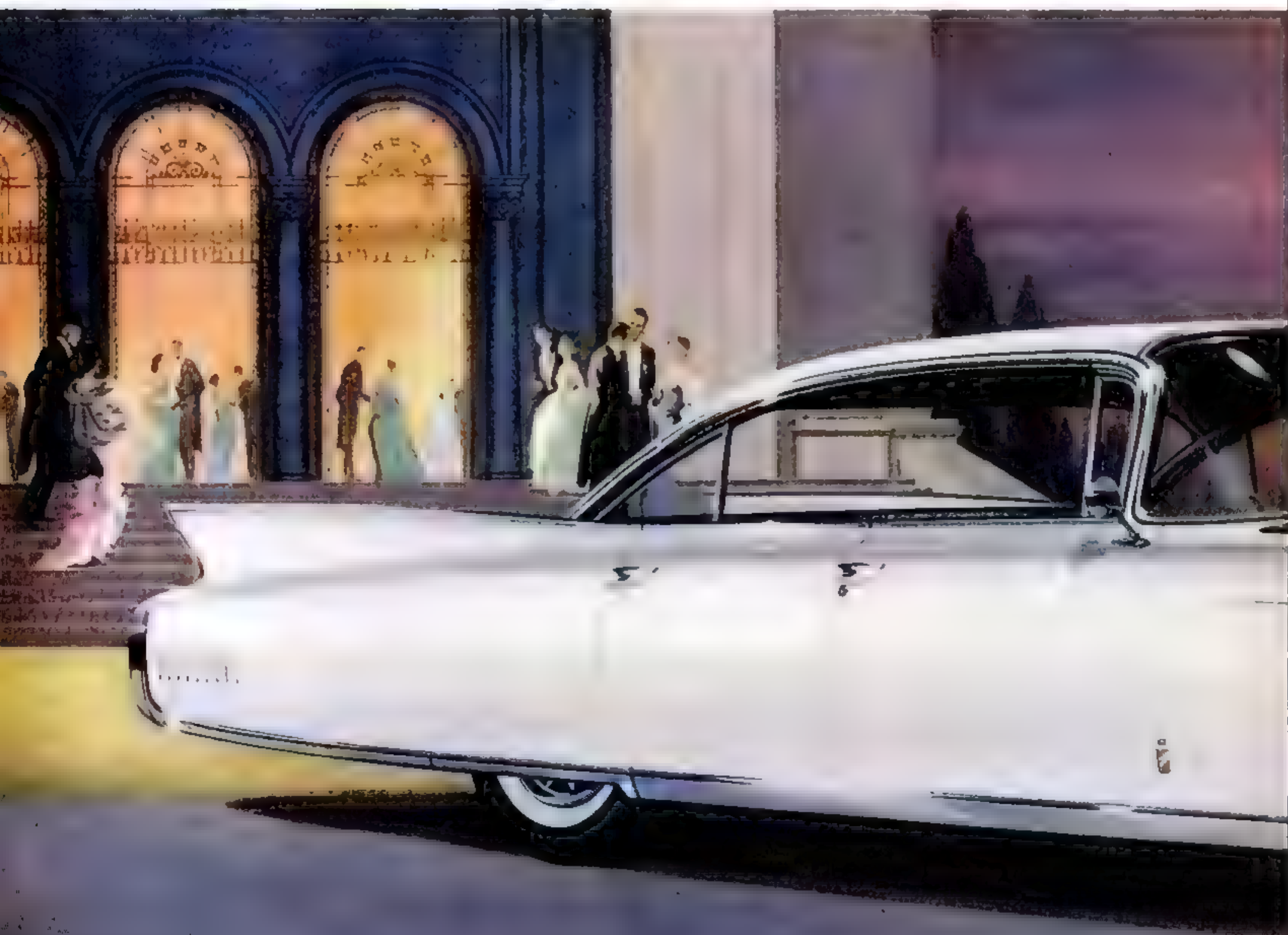
These new Cadillac virtues have been interpreted in thirteen distinctive body styles. We believe that every motorist owes himself an hour at the wheel of one of these brilliant creations.

The 1960 Cadillac is waiting for you now at your authorized Cadillac dealer's—and your dealer himself is waiting to introduce you to this magnificent new Standard of the World!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

# Cadillac for 1960.

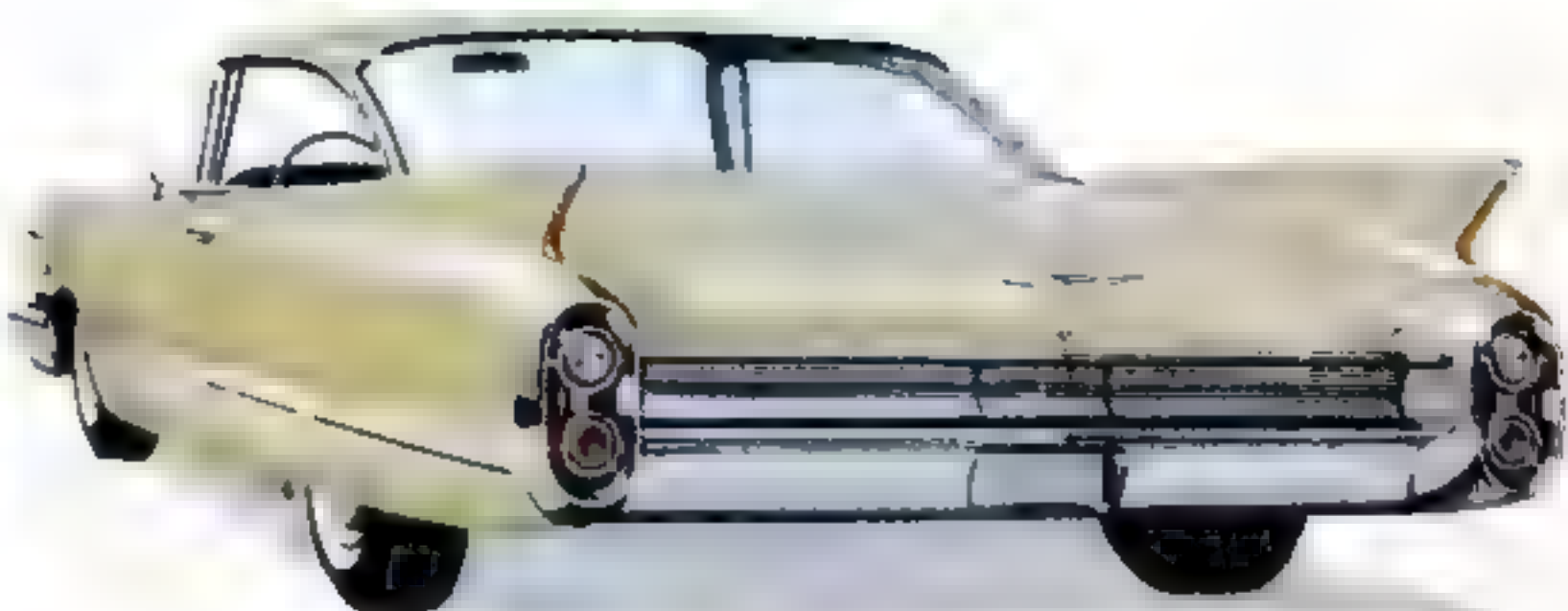
THE FLEETWOOD SIXTY SPECIAL







THE COUPE DEVILLE



THE SIXTY-TWO COUPE

. a new era of elegance!







## Bon voyage party in the FOUR ROSES SOCIETY (*Sip ahoy!*)

"All ashore that's going ashore" can be a mournful sound indeed. Especially when an old tried-and-true friend like Four Roses is just sitting there waiting to freshen your glass.

But be of good cheer. Four Roses—with its

full-strength flavor and unparalleled smoothness—is always on hand on land, too.

You'll find this gloriously blended whiskey just around the corner—at your nearest store or tavern. Make it your first port of call.

**FOUR ROSES — Same great quality...new popular price!**



*No other full-strength whiskey is so smooth. 86 proof.*



# A LOOK AT THE WORLD'S WEEK



## FRANCE ON RAMPAGE

Back in Miami after a trip to Haiti, Miss "Timy Van Nga" was spotted as France Nuyen of *The World of Suzie Wong*. When the *Herald's* Doug Kennedy raised his camera, France attacked. Her fellow vacationist, Dr. Miles Graham, better known as Marlon Brando, was calmer.

## ANNE MARIE ON CAMPUS

Back in New York City from her honeymoon, Anne Marie Rockefeller promptly registered at Columbia University for a course in English for foreigners. Then she scooted home to her Fifth Avenue triplex and husband Steven, now learning the ropes with Rockefeller Center Inc.





### BIG BUSINESS IN A FEDERAL COURT

Calm in the midst of pandemonium, Judge Walter LaBuy (*seated, center*) watched lawyers and reporters race for copies of his decision on a 30-year-old antitrust suit in Chicago's U. S. District Court. He allowed the Du Pont company to keep its General Motors stock, but curtailed its control by withholding its voting rights. The decision was hailed by bankers and investors but the Justice Department is almost certain to appeal.



### DRY EYES AT A TV TEAR-JERKER

Usually the surprised guest is at a loss for words on TV's *This Is Your Life*. Last week it was the host, Ralph Edwards. An irate oldtime news-caster, Lowell Thomas, made a shambles of the host's season opener. When Thomas's sister bubbled that he knew every rock around their Colorado home, he answered: "Also I knew every saloon." So, traveler Thomas later, "It's the sort of thing I'd go on an expedition to avoid."

### BILLY GRAHAM AT OILMAN'S FUNERAL

The Reverend Dr. Billy Graham flew to Texas to speak at the funeral of 68-year-old Sid Richardson, the Texas oilman whose wealth above and below ground was once estimated at close to \$700 million. As Senator Lyndon Johnson and other notables solemnly filed from the Fort Worth Broadway Baptist Church, Mr. Sid's niece-in-law, Mrs. Perry Bass (*right*) and sister, Mrs. E. P. Bass, pressed close to thank the preacher.





**7,8,9,10.** I will be calm. I will not be mad, just because I could have saved \$18 on car insurance with State Farm—even after paying my Lifetime Membership Fees. My renewal saving would now be \$34 a year! \* ¶ State Farm members save \$10—\$30—as high as \$114 a year compared to what many people pay.\*\* We keep our rates low by aiming to insure careful drivers only. Yet you can't get better protection or faster, fairer claim service. Can you qualify? Four out of five average drivers can. See the friendly, capable State Farm man in your neighborhood. Look under "State Farm Insurance" in the Yellow Pages. **STATE FARM MUTUAL** Automobile Insurance Company . . . world's largest. Home Office Bloomington, Illinois



\*Based on Case No. 8415, details on request.

\*\*In Texas, substantial savings have been returned to eligible members in the form of dividends.





**OBLIGING LOVER,** Willem van Rie, who has a wife in Holland, gives a shipboard haircut to young Jan Spector, 6, with whose family Lynn was traveling.



**PRETTY SWEETHEART,** Lynn Kauffman, sits in ship's lounge before sailing with wife and children of Professor Stanley Spector. Lynn was his assistant.



## REVELATIONS OF A LOVER

The ship radio operator  
is held as Lynn's killer

The police were sure they knew how lovely Lynn Kauffman, 23, on a voyage from Singapore, disappeared from the *Utrecht* and was washed up dead on Boston Harbor's Spectacle Island (LIFE, Oct. 5). The solution lay in a critical 20 minutes—between 6:38 p.m. when the *Utrecht* passed Spectacle Island, and 6:58, when it rounded Grave's Whistler buoy for New York. Only in this stretch would currents have carried Lynn's body to the island.

There was one person aboard who could not satisfactorily account for that 20 minutes—the richman, 30-year-old Willem van Rie. In eight hours of police questioning, van Rie admitted a shipboard affair with Lynn. But toward the end she seemed despondent. Was she pregnant? van Rie asked on that last evening in her cabin. "If I were, what would you do?" challenged Lynn—who knew she was not. Van Rie merely laughed and Lynn rushed at him in a fury. Van Rie beat her off with his fists and, he claimed, left her bruised, but alive. But the Boston medical examiner believes she was injured too badly to throw herself overboard. Van Rie must have done it, police concluded, and arrested him.

But van Rie later recanted his statement and the police had many questions still to answer.

← **BOOKED FOR HOMICIDE,** van Rie is handcuffed to a prisoner in New York as he goes to a arraignment.



# Radiant proof of an owner's love

...and of the benefits of a daily feeding of Puss 'n Boots



\*Prize Puss 'n Boots! For an 8" x 10" full color print of this original photo by Walter Chandoha, send \$5.00 in cash to Cat Pictures, Dept. L-79, Box 8386, Chicago 77, Illinois. (offer good only in U.S.A.)

## PUSS 'n BOOTS

Once a day—Every day—for lifelong nutrition

Packed in 8-oz. and 15-oz. sizes



Recent scientific studies in animal feeding reveal that for best results nutrition must not only be right, but *regular*. In other words, a wholesome balanced diet—to be completely effective—cannot be an occasional or "sometime thing".

*Cat owners who feed Puss 'n Boots every day see spectacular results. For this balanced combination of fresh-caught whole fish, choice cereals, and extra Vitamins B, and E shows its goodness...in lustrous coats, glowing eyes, alert energy and friendly dispositions.*

There is such a *variety* of healthful ingredients that each daily serving provides every nutrient a cat is known to need. So feed Puss 'n Boots regularly—and see the astonishing improvement...in three weeks or even less.

*Special Offer!*  
**4 Decorative Ceramic Tiles**  
 as shown in photo at left  
 only ~~\$4.00~~ and three  
 Puss 'n Boots labels  
**A \$3.00 VALUE**  
 You'll love these 4" square, brightly colored tiles, featuring a special design by artist John Johnston. Mar proof bars and built-in hangers make them ideal as coasters, spoon rests, hot plates, vases, bowls, and wall decorations. Order save a dollar set, as given.

**MAIL THIS COUPON TODAY!**

**TILES, BOX 8386, DEPT. L, CHICAGO 77, ILL.**

Please send me sets of tiles (4 to a set) —enclose \$1.50 and 3 Puss 'n Boots labels for each set. Offer limited to Continental United States, its territories and possessions. Void where regulated, prohibited or taxed. This offer expires June 30, 1960.

PLEASE ALLOW THREE WEEKS FOR DELIVERY

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



Coast Fisheries Division of The Quaker Oats Company, Chicago 54, Illinois



# Announcing for 1960 NEW FORD

## **CERTIFIED GAS SAVINGS! CERTIFIED DURABILITY! CERTIFIED RELIABILITY!**

New style! New models! New features! And never before could you be so *sure* of savings!

To give you this confidence, independent experts\* tested the '60 Ford Trucks in the three major areas of operating economy. The result . . . Certified Economy!

**Certified gas savings!** Tests certified by America's foremost independent automotive research organization confirm the gas

savings of the 1960 Ford 6-cylinder engine . . . the same engine that beat all competitive Sixes in Economy Showdown USA.

**Certified durability!** Certified results on tests of key truck parts show definite durability benefits. For instance, half-ton pickup frames showed an increase of 23.6% in torsional rigidity; two-ton models showed an increase of 20% in brake-lining life.

**Certified reliability!** Typical of many reliability tests was a "shake-test" on the wiring harness for heavy-duty engines. Certified results showed a twofold increase in Ford wiring reliability.

This is Certified Economy . . . and it adds new evidence that Ford Trucks Cost Less!

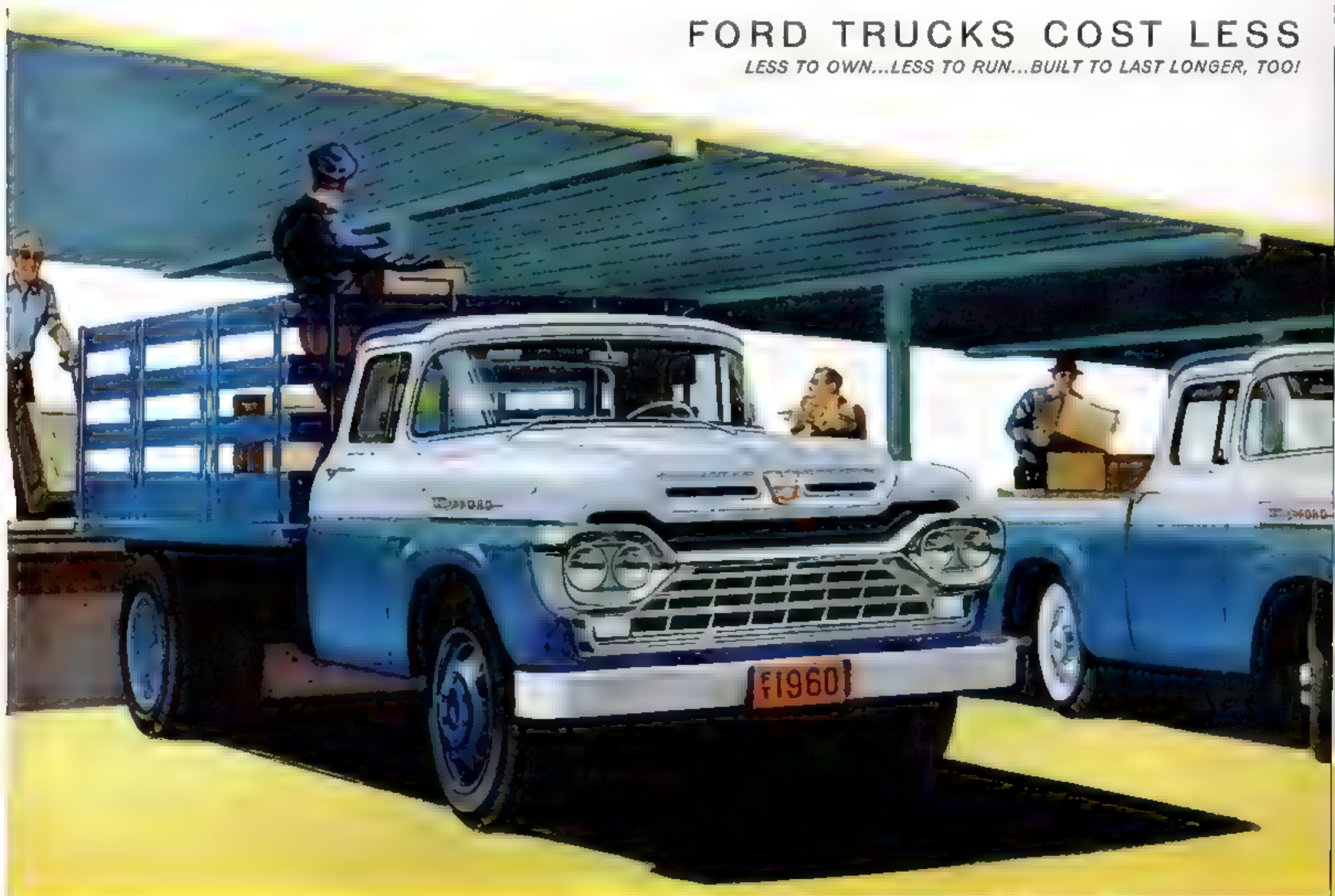
But there's more . . . much more in 1960 Ford Trucks. There's new *toughness* with stronger frames . . . new *capacity* with huskier axles . . . new *brakes* with longer lasting linings . . . new *cab comfort*, new *riding smoothness*, new *handling ease*!

See your Ford Dealer. Check the facts in his "Certified Economy Book." Drive the 1960 Ford Trucks. You'll discover, first-hand, that the things you want most in *your* new truck are in the 1960 Fords.

\*Name available on request. Send inquiry to P. O. Box 2887, Ford Division, Ford Motor Company, Detroit 31, Mich.

## **FORD TRUCKS COST LESS**

**LESS TO OWN...LESS TO RUN...BUILT TO LAST LONGER, TOO!**





# TRUCKS

WITH

## Certified Economy

*Left: new F-600 Stake, available with Ford's gas-saving Six as well as V-8 engine. Center: Ford Styleside Pickup for '60 with new styling, 23% more rigid frame and longer lasting brakes. Right: America's most popular Tilt Cab truck—available, single or tandem axle models.*

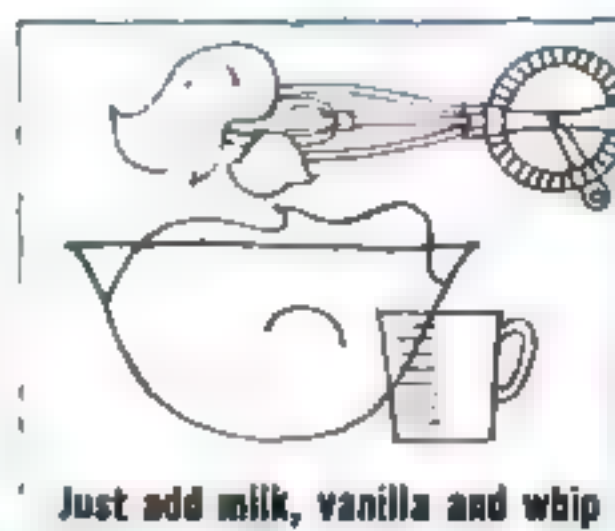




# This is new

...luscious new Dream Whip is low in cost, low in calories—only 17 per serving. Comes in a box, stays fresh on your shelf, needs no refrigeration.

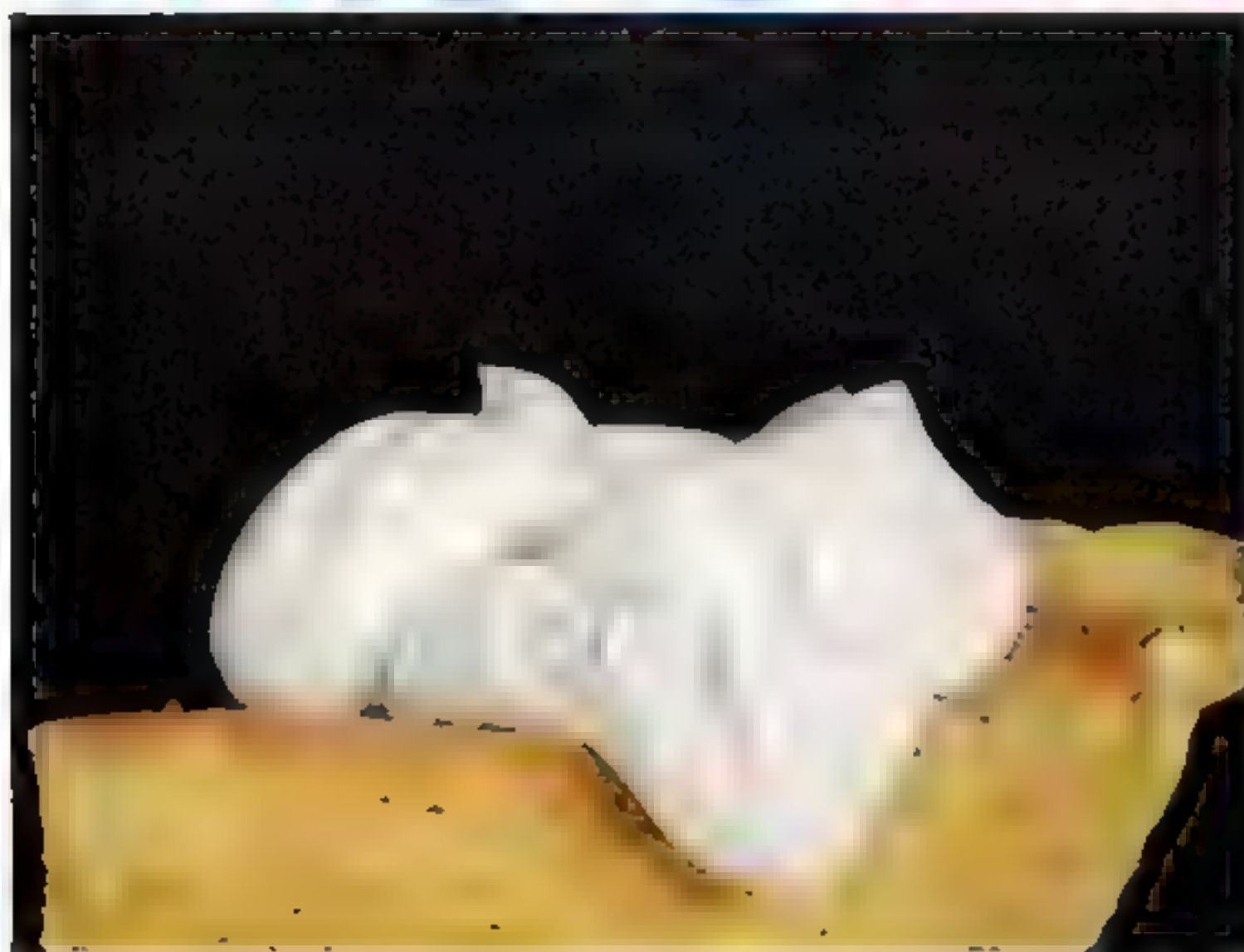
You can fix Dream Whip any time, too—won't wilt, won't separate, keeps for days. Keep Dream Whip handy on your shelf and enjoy light and gay desserts every day.



Just add milk, vanilla and whip



# This is DREAM WHIP



Light and lovely Dream Whip makes pies and puddings twice as fancy. And you can use it for days—stays fresh in the refrigerator.



Cherry Dream Cake is the easiest dessert ever! Simply layers of sponge cake...chopped cherries...and luscious new Dream Whip.

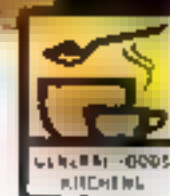


Snowy Pears—with Jell-O. Pear halves...soft Jell-O gelatin spooned on...and a mountain of Dream Whip. Calories? Hardly any.



Dream Whip on anything costs so little. Like on gingerbread cake. You can heap it high with never a thought for the budget.

Tested by General Foods Kitchens. Jell-O and Dream Whip, trade-marks of General Foods Corp.







GOVERNOR TACKLES A HEARTY MOUNTAIN MEAL

## PAT BROWN'S TIME OUT

Stretched out in the High Sierra, California's energetic Governor Edmund ("Pat") Brown presented a picture of a man blissfully at rest. All last fall he had exerted his proven skill as a vote-getter. Since then Brown had worked tirelessly and successfully at pushing through the California legislature a vast and ambitious program, crowned by a \$2 billion water development bill. Then when officials of the State Fish and Game Department invited him to come along to the scenic High Sierra to help catch some Golden Trout for transplanting from a stream to a lake, the weary governor gladly accepted. He rode for 7½ hours on horseback, landed some fish and finally, doubly worn by the combination of his physical and political labors, the governor really let his governor run down.

Even so, Brown was in constant phone contact with his Sacramento office. He was not only watching over his state but also over his campaign as a 1960 presidential favorite son.



COMPLETELY AT EASE, the governor stretches out before his tent at the High Sierra campsite

after a spell of fishing. Between governor's feet on air mattress are reference work and official papers.

DURING ANOTHER NAP BEFORE HE LEFT MOUNTAINS, CALIFORNIAN BROWN HAS BOOK BY CONNECTICUT DEMOCRAT CHESTER BOWLES SHELVED ON STOMACH





# TV ON A POLE !



**Port-a-Pole TV.** Here is the new Custom "Designer" showing a dramatic decorating use of television. It revolves completely and when used as a room divider it may be seen from either room. The floor-to-ceiling sectional pole adapts itself to most any height and a built-in telescoping antenna practically disappears when not in use.

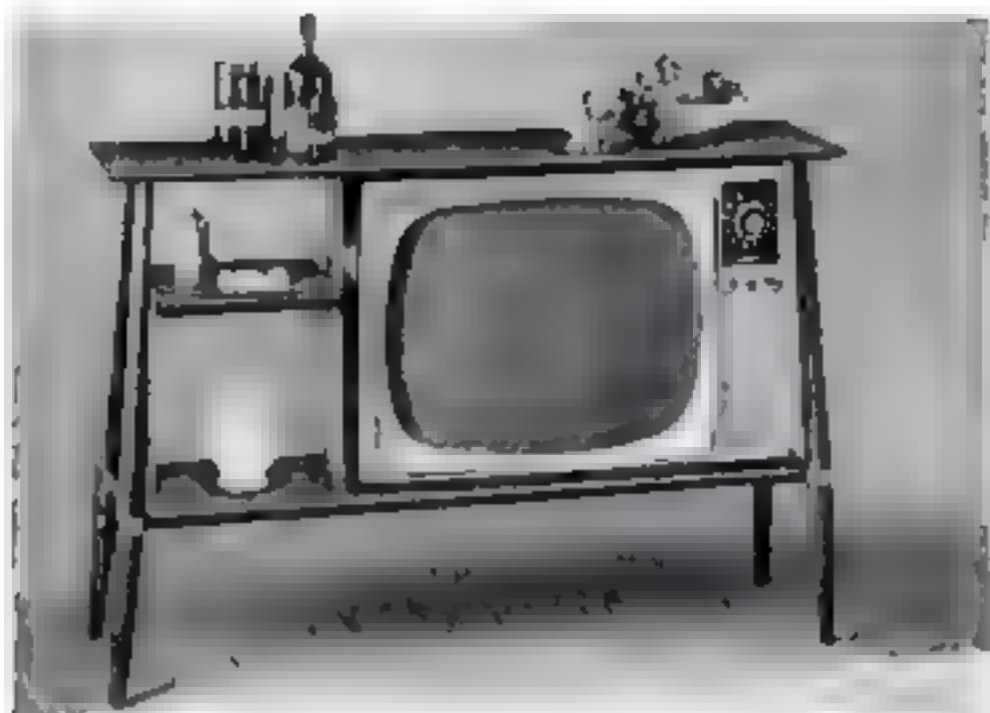
# TV ON THE WALL !



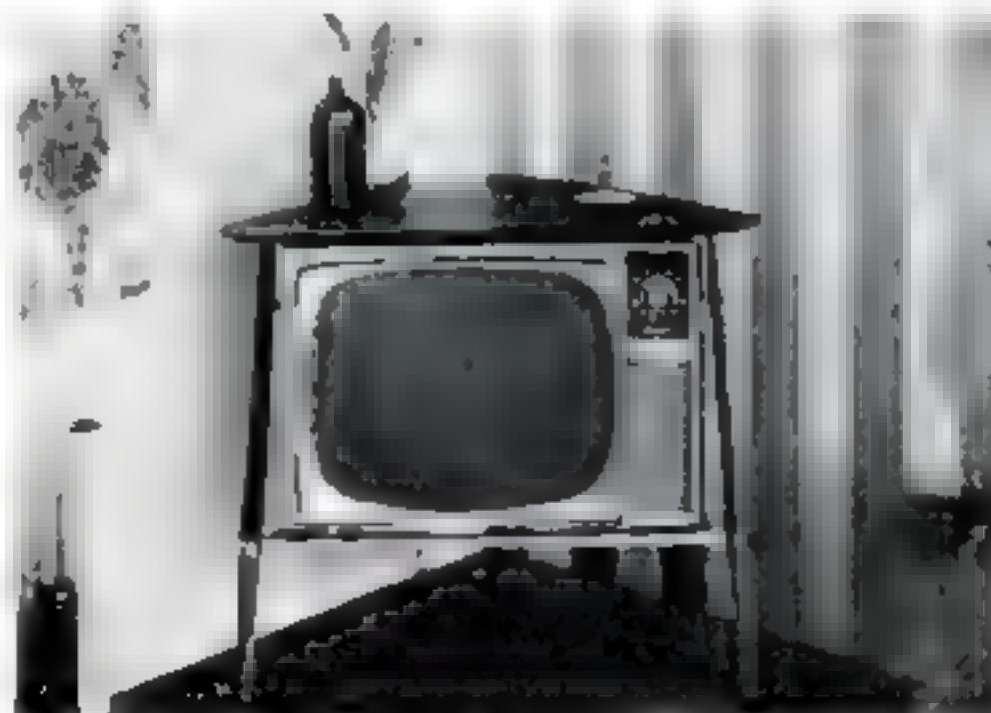
**On-the-wall TV.** Think of the decorative possibilities! A quickly installed bracket lets you remove it with ease. The set swivels and may be viewed from anywhere in the room. May also be used as a table model or portable. This is the new Custom "Designer" TV—ultra-slim and with a special timer that shuts the set off automatically.



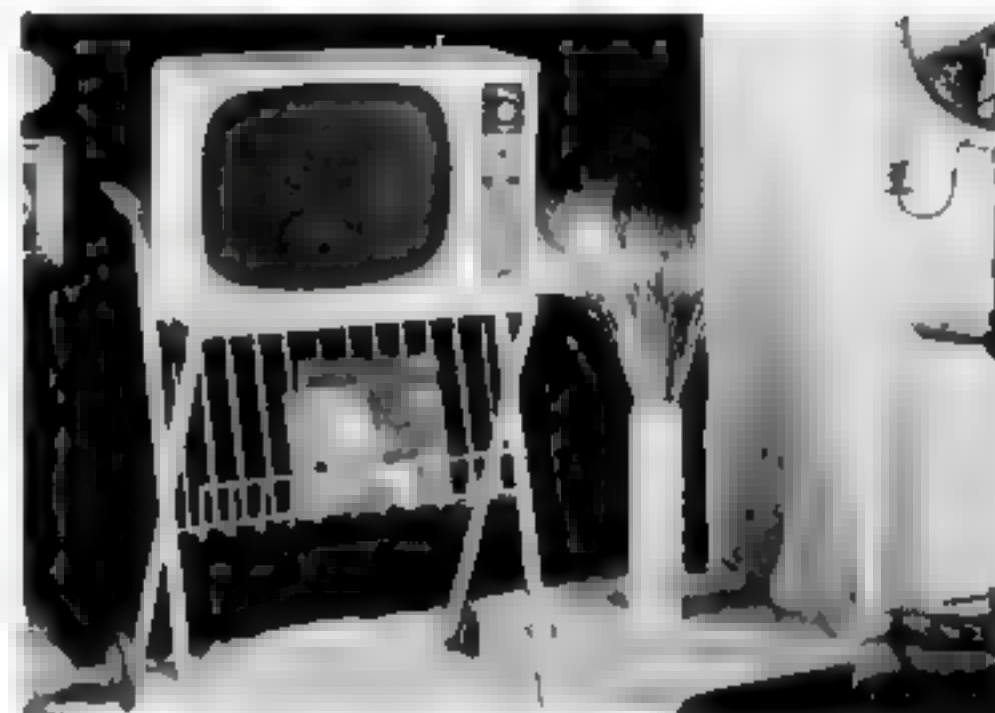
# TV ANY WAY YOU WANT IT!



**Danish walnut table**, the luxury model of the "Designer" Coordinates, encloses Barclay-21 (21" overall diagonal—26½-sq. inch picture). Top and shelves in walnut veneer.



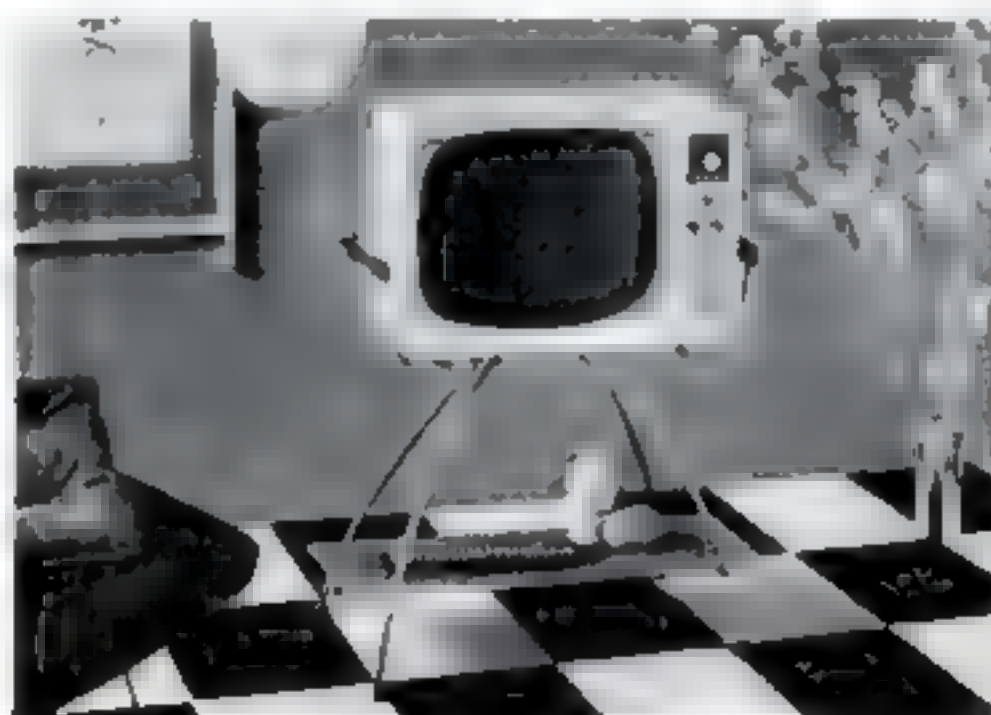
**Corner table** houses the Barclay-21. Brass plate in the walnut-veneer top pivots away to let telescoping antenna come through. Walnut-finished wood legs.



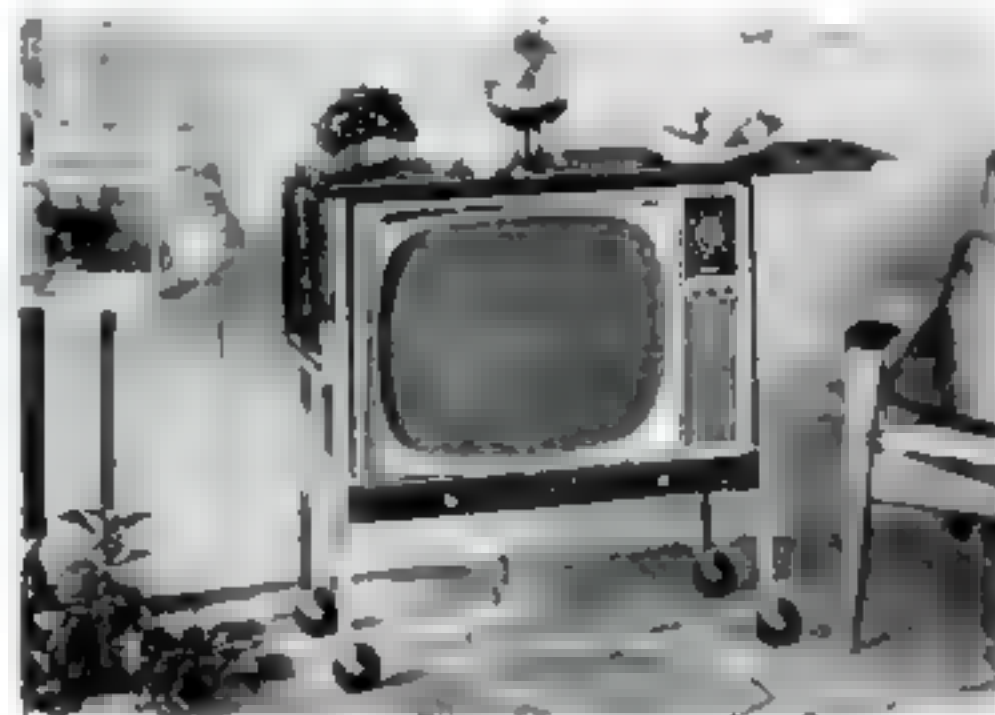
**Mobile cart** rolls on rubber wheels, holds set high enough that you can watch it from your bed. Rack holds books, magazines. Full-length brass-finished legs.



**Miniature sideboard** carries Gramercy-17. This is a budget-priced "Coordinate". Walnut-veneer top. Simulated drawer accented by brass-finished knobs and legs.

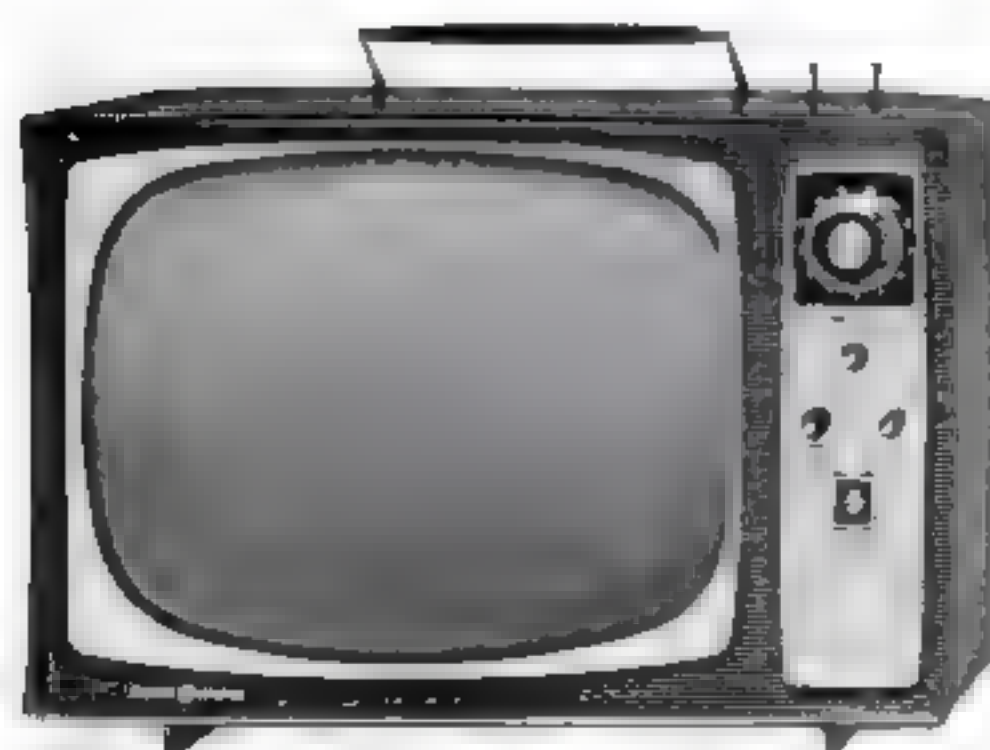


**Swivel stand** lets you enjoy "Designer" Gramercy-17 (17" overall diagonal—15½-sq. in.) from anywhere in room. Walnut-finished shelf. Plastic-tipped brass-finished legs.



**Drop-leaf cart** with genuine walnut-veneer top moves Barclay-21 about for you; also acts as a roll-in buffet. Each leaf brightened by brass-finished handles and legs.

## MORE THAN JUST A PORTABLE—IT'S THE TV OF THE SIXTIES!



Model No. 17T3321

Never so many interesting ways to fit television into your home! General Electric calls this new idea, "Coordinates"—and prices them sensibly at \$9.95\* and up.

The two newest (opposite page) let you hang television on a wall or suspend it on a pole. Other interesting ideas (financially interesting, too, when you consider the low prices) are shown above: Corner installation, Swivel sets, Mobile Carts, etc.

Most importantly, too—they are exclusively planned for famed "Designer" TV re-

ceivers and the new Custom "Designers". That's apparent to you from looking at them.

More than a portable in performance—each set packs a console chassis with full power transformer, telescoping antenna, up-front sound and controls.

Why not shop these pages and select the "Designer" *and* the "Coordinate" that best suit your home and use. Then, a quick trip to your General Electric dealer and it's yours.

General Electric Company, TV Receiver Department, Syracuse, New York.



GENERAL  ELECTRIC

\*Manufacturer's recommended retail price for Mobile Cart.





WHEREVER YOU GO...



*Arrow Tide, french cuffs; Arrow Chase, french cuffs, each \$5.*

YOU LOOK BETTER IN AN ARROW SHIRT

Chase and Tide... two unbeatable tips on this year's style sweepstakes... two *luxury* wash and wear shirts. Chase (at right) has a soft collar and permanent stays... Tide (left) is the semi-soft collar version... both with the latest, medium-spread style collars. *Chase and Tide give you up to forty*

*per cent longer wear.* Machine-washable... watch them shrug off wrinkles... require little or no ironing. Soft cotton fibers retain the look of elegance. "Sanforized" fabric, of course. The endurance secret is in the special long-wearing fabric in collar and cuffs. Shirts, \$5. Dacron ties, \$1.50.

**—ARROW—**



Saturdays, see the best in college football, brought to you by Arrow on NBC-TV. See your newspaper for time and channel.

Cluett, Peabody & Co., Inc.





MADE UP TO MATCH THEIR NICKNAME, L.S.U.'S CHINESE BANDITS PREPARE FOR A MOCK SCRIMMAGE BY MASQUERADING IN WICKED-LOOKING RUBBER MASKS

# CHINESE BANDITS OF L.S.U.

Savage subs give defensive strength to Louisiana's champs

"Chinese bandits are the meanest, most vicious characters in the world," Louisiana State football coach Paul Dietzel told his third stringers last season. "From now on that's what you'll be called." Dietzel was using an old trick. By giving his least talented athletes an identity all their own, he hoped they would play over their heads. The trick worked. Specializing in defense, the Chinese Bandits began to tackle like a gang of hopped-up cutthroats, pulled off unpregnable goal-line stands and helped make L.S.U. the top team in the country last year.

This year the Bandits are back, meaner than ever. But no one suggests

they are third stringers anymore. Being a Bandit at L.S.U. has become even more of an honor than making the starting lineup. Whenever they take the field the cheering section tosses coolie hats in the air. An oriental gong is sounded and the stadium at Baton Rouge rocks with a Chinese chant. So far the only Southerners who have not gone wild over the Bandits are the players who have to face them. They usually greet them with sarcastic cracks. But the Bandits have their own form of medicine for that. "We hit 'em a couple of times pretty good," one Bandit explains, "and after that they don't make a peep for the rest of the game."

CONT NUED





**COOLIE CAPERS** to honor Chinese Bandits are performed by L.S.U. bands at half time at game against Rice, in which Bandits starred on defense and offense.

**PRETTY PRANCERS**, led by dancing mascot tiger, strut proudly in the Baton Rouge stadium after Louisiana State's crushing 26-3 victory over outmanned Rice.







# enjoy the true old-style Kentucky Bourbon

**always smoother because it's slow-distilled**

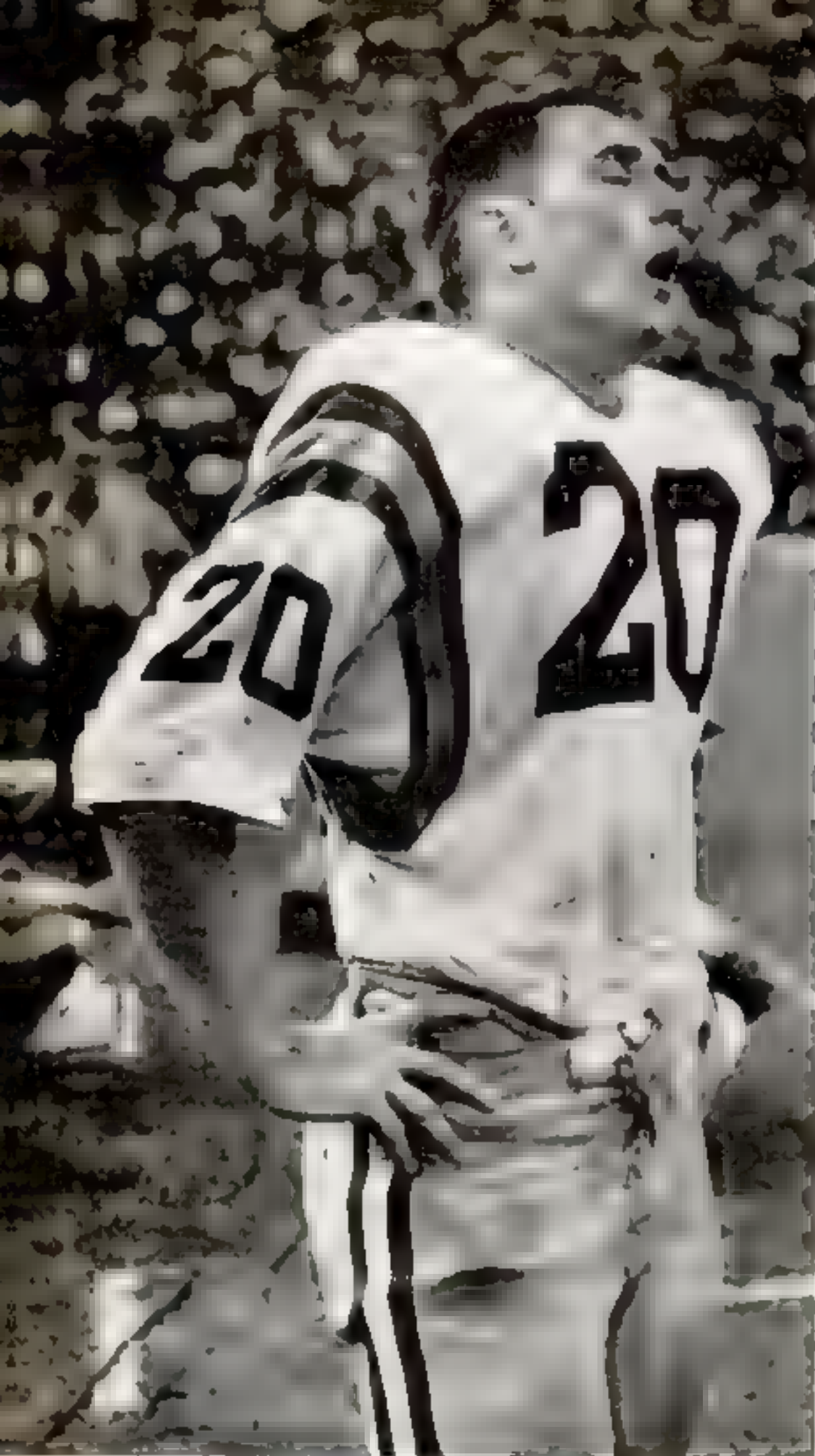
You'll find a smoothness and character in Early Times that makes your choice richly rewarding. It's the extra care and attention of slow-distilling...the patient willingness to take twice as long...that gives Early Times its full, gratifying flavor. Making whisky this old-style way costs more, but we think you'll agree it's worth it.

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE, KY.

**EARLY TIMES**

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L.S.U. CONTINUED

## AN ALL-AMERICAN SPEARHEADS



← **GASPING** after a scoring run against Rice, All-America Halfback Billy Cannon wants to get back.

**BLOCKING** with both of his feet off the ground, Billy Cannon slices a Rice player off at the knees.

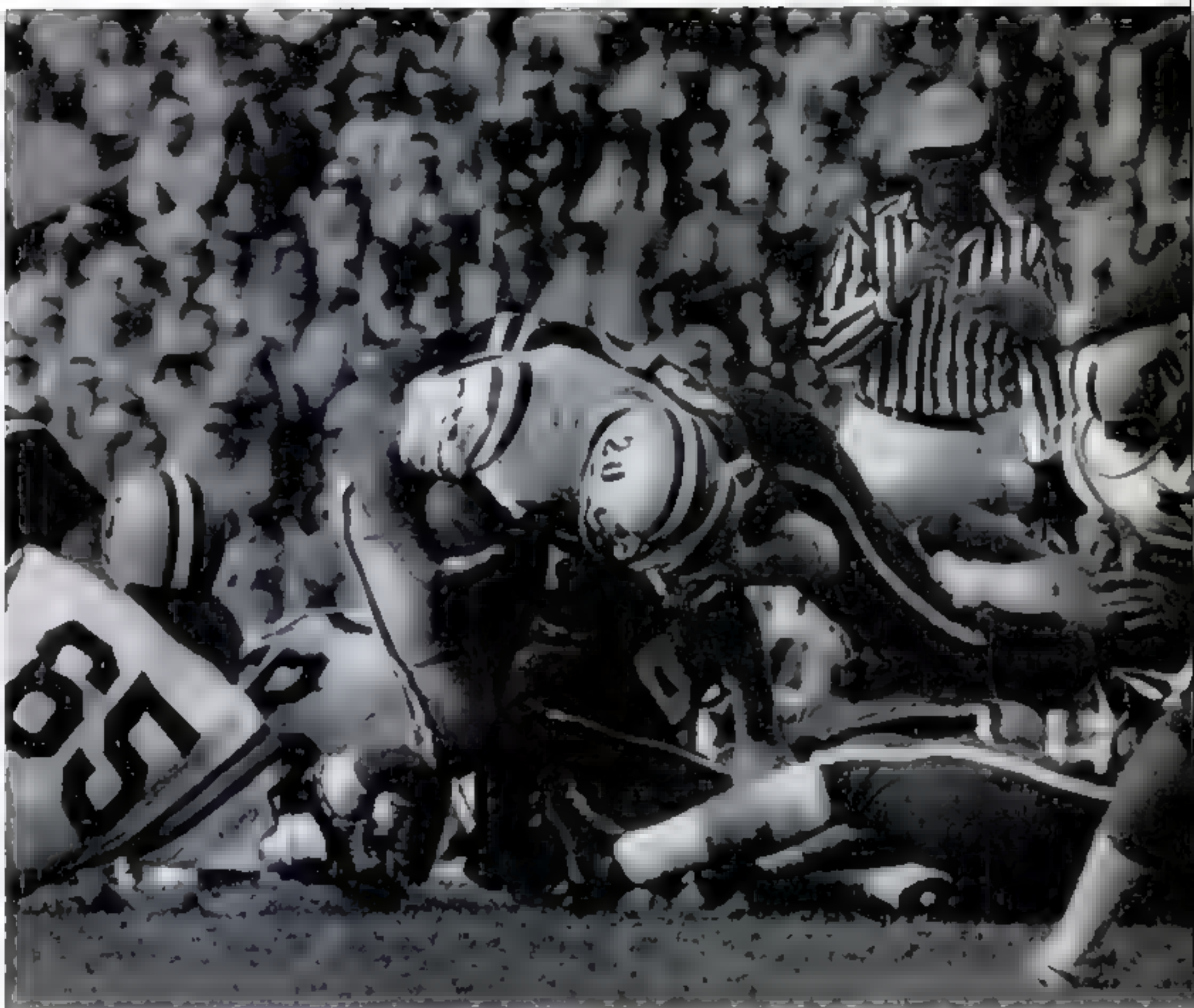




## TEAM'S OFFENSE



BUCKING the line, Billy Cannon picks up short yardage by dragging Rice tackler along with him. →



CONTINUED

# Now! A Portable that's Electric!

Even "hunt and peck" typists get print-perfect results with the exclusive new Smith-Corona Electric Portable!

Here's the new kind of typewriter that makes all manual portables old-fashioned! The new Smith-Corona Electric Portable is easier to type on... easier to learn on than any manual portable... *because it's electric!*

The less skilled you are at typing, the more you need the new Smith-Corona Electric Portable. Just touch its keys and electric power takes over, assuring uniform, print-perfect results, even if you're a beginner or "hunt and peck" typist.

So don't settle for an out-dated manual portable when you can get the world's first and only electric portable. Mail the coupon below for a free trial now... or see and try the new Smith-Corona Electric Portable at your dealer's.

Only \$164.50. Manufacturer's list price. Subject to change F & Tax extra.



### FREE GIFT OFFER

Get Smith-Corona's new Electric Portable now and receive free from Smith-Corona a \$29.95 home study course on records that teaches touch typing in 10 days!

**Electric Portable**  
Another typing first from

# Smith-Corona

SMITH-CORONA, 711 E. Washington St., Syracuse 1, N. Y.

- ☐ Arrange free trial of your new Electric Portable.
- ☐ Send me more information about new Electric Portable plus informative booklet, "Tips To Typists."

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*the Elegance of*  
**a STERLING SILVER  
 INITIAL on GOLDEN TONES**  
*by* **SWANK**

His own personal initial -- the traditional expression of thoughtfulness and elegance. Lavishly executed in a complete jewelry wardrobe.

Cuff Links-Tie Klip Set, \$5. Belt Buckle Set, \$3.50 Short Key Chain, \$2.50

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 WORLD'S LARGEST MANUFACTURER OF MEN'S QUALITY JEWELRY

PRICES PLUS FED. TAX EXCEPT  
 ON BELT SET IN CANADA AT  
 SOMEWHAT HIGHER PRICES.

L.S.U. CONTINUED

## A YANKEE AND REBEL WHO MAKE L.S.U. GO

**T**HE spirited play of the Chinese Bandits may have helped to hop up the whole team, but more credit for Louisiana State's sudden football success belongs to two men—a fair-haired Yankee coach and a fast-running rebel halfback.

The Yankee is 35-year-old Paul Dietzel. Plucked from West Point where he had assisted Red Blaik, Dietzel arrived at L.S.U. in 1955 when football there was in the doldrums. First he set up a high-pressure recruiting system with his own personal charm as its major asset.



DIETZEL YELLS ORDERS

Then when he had the horses, he forged them into a daring, hard-hitting unit which last year got him chosen coach of the year.

Dietzel is the first to admit he could never have done it quite so well without the services of the speedy rebel, Billy Cannon. Cannon is an incredible physical specimen. He stands 6 feet 1. He weighs a rock-hard 210 pounds. His shoulders ripple with muscle. And he has fierce competitive fire.

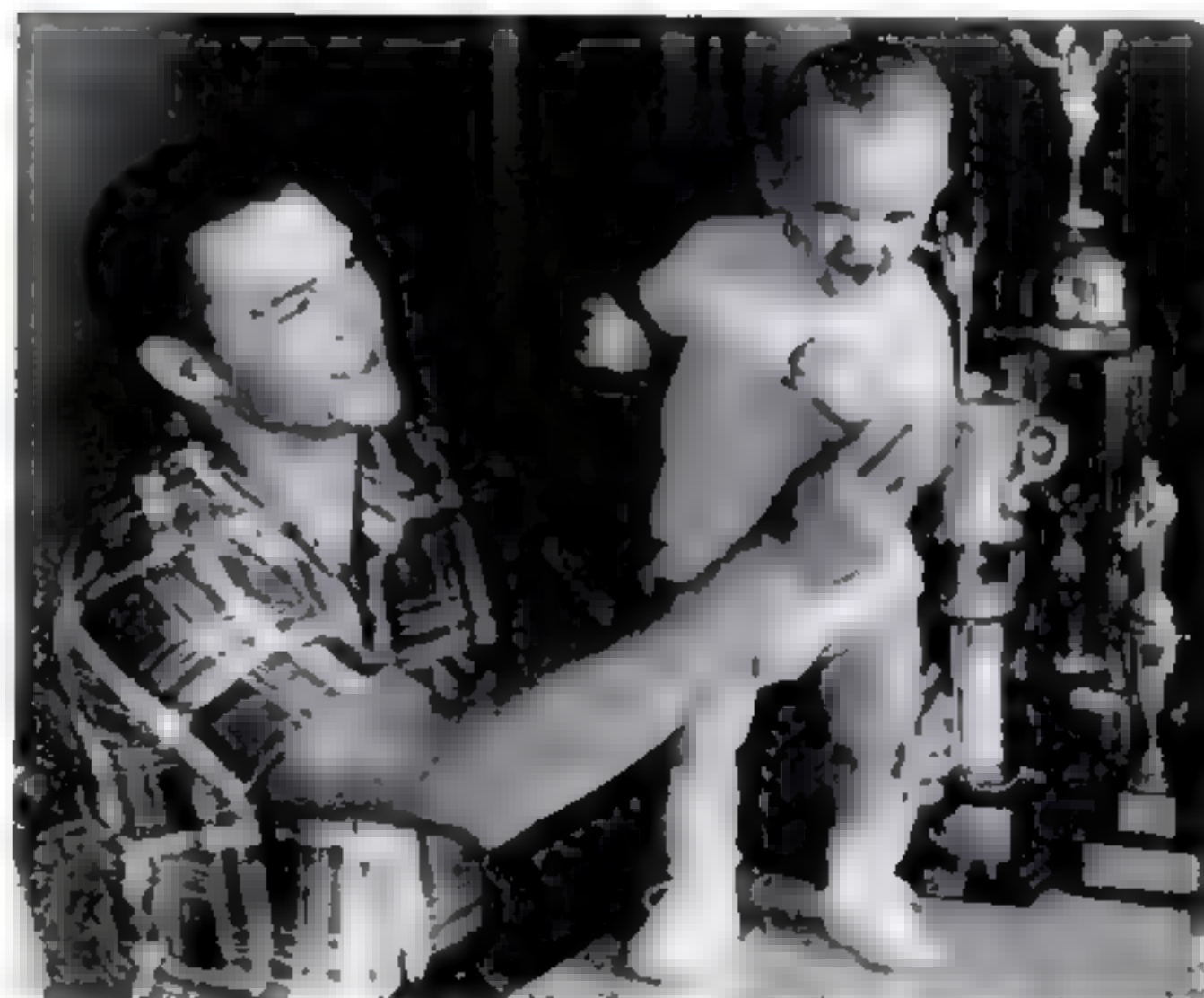
Without much effort he could win a berth on the U.S. Olympic sprint team in Rome next year. He has already run 100 yards in 9.4 seconds (1/10th of a second short of the world's record), and he could probably do better if he really put his legs into it. He has put the 16-pound shot an impressive 54 feet. When he decides to lift weights, Cannon hoists 400 pounds off the floor and presses 280, marks that would gladden the eye of any Olympic weight-lifting coach.

But the only sport Billy Cannon really cares about is football—he likes the bodily contact. Cannon would rather run over a would-be tackler than slant around him. In blocking and tackling he gets sheer joy out of just hitting, and he often leaves his feet completely, practically knifing his victim in two.

If football is a way of life for Cannon, it is a tense existence. "I start getting nervous about Thursday," Billy says in his casual drawl. "I wake up in the middle of the night and thrash around for hours. I can't study. I'll be reading a chemistry formula but all I'll see on the page is that big old football. I have to cut my Saturday classes. There's no point in going anyway. I can't hear a word the man says. I feel sick to my stomach and I can't eat. But after the kickoff, I haven't got any feelings at all. I just play some football."

Raised in the shadow of the L.S.U. stadium—where he sold peanuts to get into the games—Cannon went out for football early. As a senior at high school he scored 229 points and made school-boy All-America. Now a predestinist student with a wife and three children, he has become a Louisiana legend. Almost as eager to get their hands on him as admiring local fans are scouts from the professional teams, who now consider Billy Cannon the prize catch of the 1959 college crop.

PHILIP KUNHARDT, *LIFE* Assistant Editor

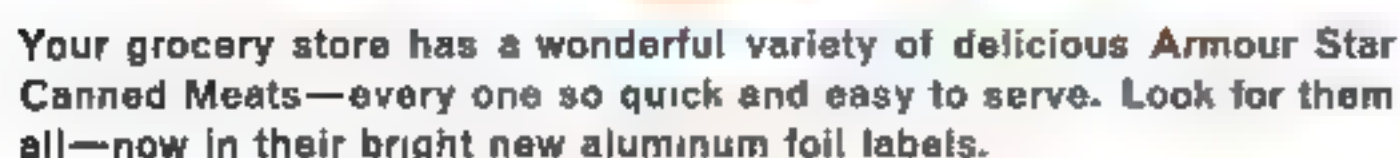


**HOMEBODY CANNON** helps his daughter Gina balance on a table stacked with his trophies. Cannon has two other girls, one of them born last month.



**\$1.00 EACH**

- 39 sq. ft. of embossed, paper-backed aluminum foil. Each roll is 26 inches wide—wide enough to wrap big packages like children's game boxes—and 18 feet long!
- A big supply of "press-on" foil stickers to seal and decorate packages.



Offer good only in U. S., its possessions and territories and void where taxed, prohibited, restricted or license is required. Allow up to 21 days for delivery. Christmas delivery cannot be guaranteed on orders received after December 1. Offer expires March 31, 1960.





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*Know the real joy of good living...*

Notice those who select Schlitz. They're the people who have an eye for the good things. Schlitz is sympathetically brewed for such tastes . . . with just the kiss of the hops. You'll find it pleasantly light. And deeply refreshing.

Eat out more often during National Restaurant Month . . . one of the joys of good living.



THE BEER THAT MADE MILWAUKEE FAMOUS

Move up to quality...move up to Schlitz !





**'LIFE' FLAG** was hoisted by Phillips to help get pictures of a royal cruise from which photographers were barred.

## CAMERAMAN'S WORK IN ODD PLACES

For a quarter of a century, John Phillips' profession has been landing him in odd places—sneaking through the Yugoslav mountains with a band of guerrillas (*right*), trying to crash a party aboard a royal yacht in the Aegean (*above*). A veteran photographer, Phillips has been getting his pictures into *LIFE* both as a staff man and a contributor ever since the first issue. Now he has published an informal autobiography, *Odd World* (Simon and Schuster) which gives an engaging series of word pictures about the great variety of people and events he has encountered.

Phillips, a multilinguist who is both debonair and daring, has covered war and intrigue, and even ventured into a lion's cage. But he insists he never takes unnecessary risks: "I find a photographer's life is dizzy enough without manufactured thrills."

Even in the catastrophic era through which he has moved, Phillips is able to find saving touches of humor—such as the despondent man in Vienna who complained that since the Russians had destroyed the bridges and cut off the gas, how could Austrians commit suicide. Phillips himself often found peace even in war. In Rome with the Allied liberators in 1944, he sought out a famous philosopher who had been given refuge in a nunnery, and soon, in the quiet of the convent garden, Phillips and the sage were discussing the love life of Casanova.

**SLEEPING BAG** was used by Phillips on a wartime raid with Yugoslav Partisans against Nazis who had overrun country.



CONTINUED





**CHESS WITH A RULER** absorbed Phillips on visit to the late Abdullah of Transjordan at Aqaba. Phillips recalls that Abdullah "not only liked talking his listeners' ears off, he also enjoyed checkmating them at chess. 'Nobody in Transjordan

can beat me,' he would chuckle. A fast player, he got bored if he did not win in 10 minutes. He received challenges from abroad for a match by correspondence. 'By correspondence!' he would snort, appalled by the tedium of such a prospect."

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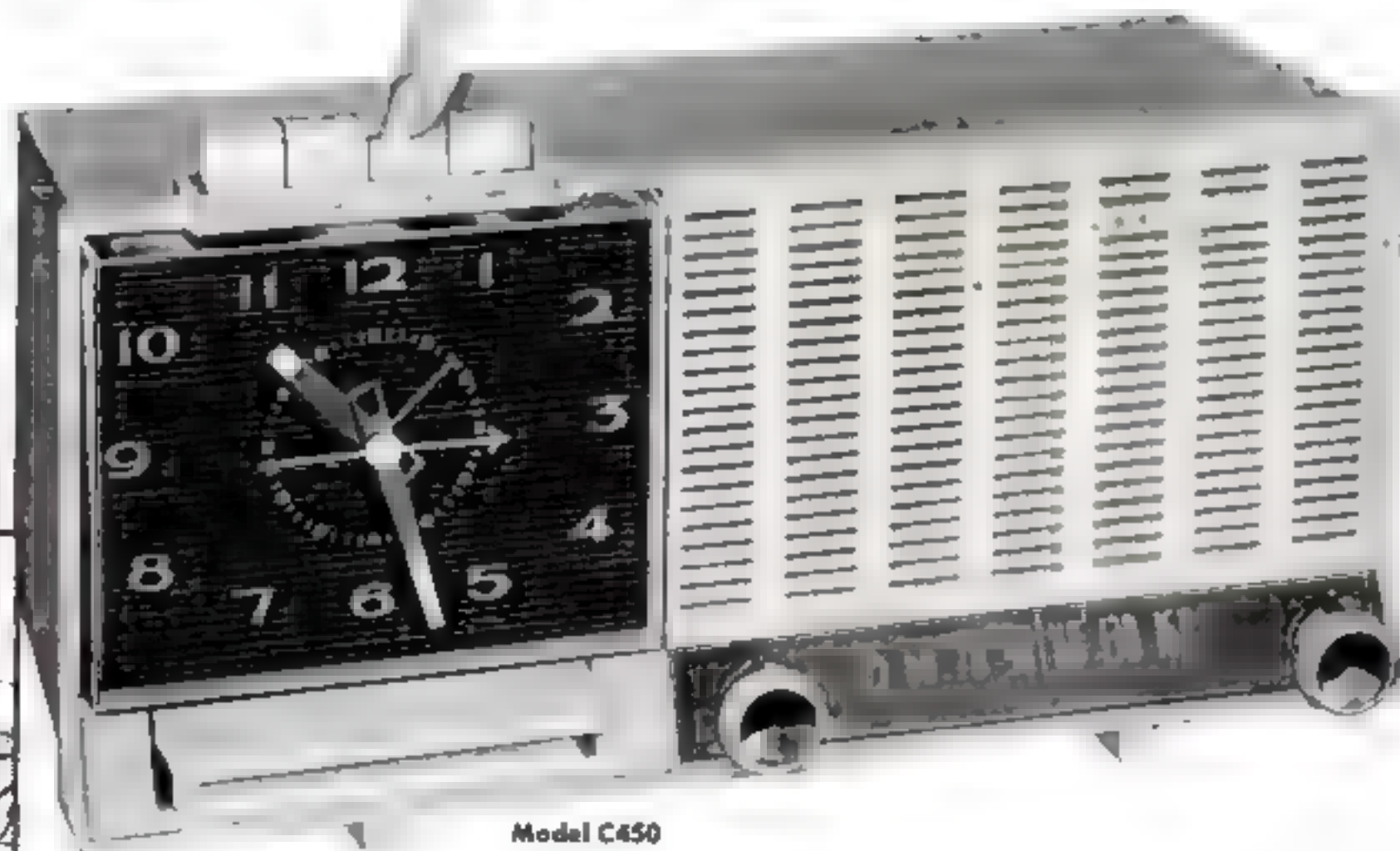
# NEW GENERAL ELECTRIC PUSH-BUTTON CLOCK RADIO with SNOOZ-ALARM®



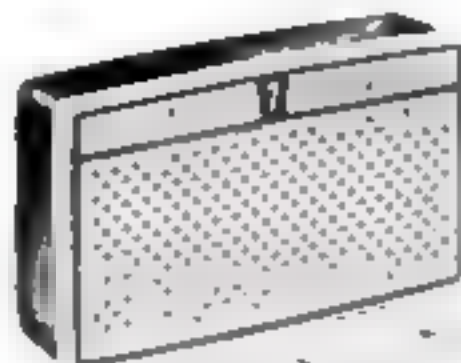
WAKE UP TO MUSIC



WIN A \$5000 College Scholarship plus a trip to Europe for two via Sabena Belgian World Airlines. See your General Electric Dealer for details.



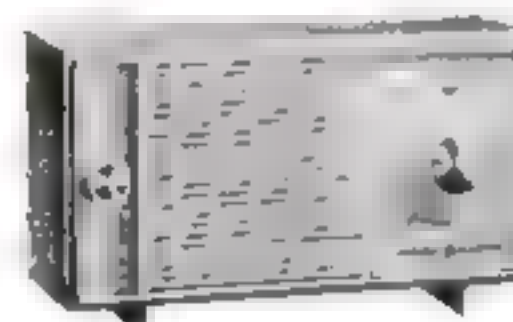
Model C450



Model P785

**Seven-Transistor Pocket Radio.** Small enough to go anywhere—powerful enough to play most everywhere. Plays on pen-light cells or on rechargeable batteries. Ear-phone jack for private listening. Choice of colors. A jewel of a miniature radio...a wonderful gift.

**N**ew easy-to-set push-button controls. Snooz-Alarm touch bar—a tap on the bar turns Snooz-Alarm off for about ten minutes then buzzer sounds again. Calls you as many as five times. Lulls you to sleep, turns itself off. Wakes you to music or buzzer. Turns appliances on and off. Fully molded cabinet—for good looks from any angle. Choice of colors.



Model T125

**Compact table radio** in your choice of three colors. Push-pull, on-off volume control. General Electric Dynapower speaker. Printed circuit for dependable, long-life performance.

90-day written warranty, on both parts and labor. General Electric Company, Radio Receiver Dept., Bridgeport 2, Conn.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**



# Acts Instantly— To give more complete pain relief from **NERVOUS TENSION HEADACHES**

**Better than aspirin or  
even aspirin with buffering!**

## How Tension Headaches Start

Most headaches are caused by tension that starts in muscles in the back of neck and scalp. This tension spreads over head, presses on nerves and tiny blood vessels and results in headache pain. In turn, the pain builds up more tension, more pressure and makes your headache worse. To break up a tension headache and get fast, more complete pain-relief — you should try the special medication in Anacin which you do not get in aspirin or any buffered aspirin.

**ANACIN<sup>®</sup>** relaxes tension--*FAST*

releases pressure--*FAST*

relieves pain--*FAST!*

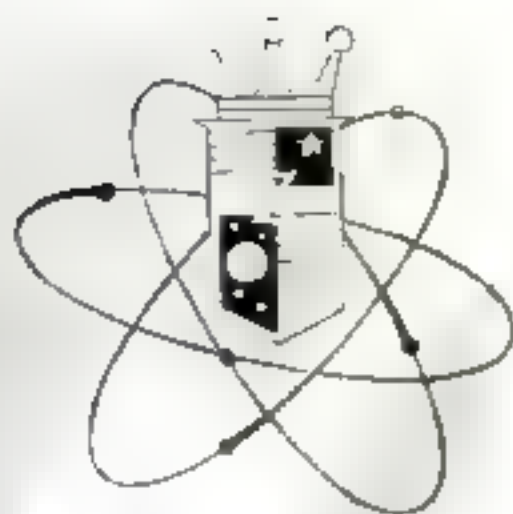
Tension headaches need the special medication in Anacin for fast, more complete pain-relief. So why take mere aspirin or even aspirin with buffering which contains only one pain-reliever and no special medication to relieve nervous tension? Anacin contains *not* just one, but a *number* of medically proven ingredients. Three out of four doctors recommend the ingredients in Anacin for pain of headache, neuritis and neuralgia. Anacin Tablets give a 'better total effect'—more *complete* pain-relief because they contain special medication which not only relieves pain fast, but also relaxes nervous tension and releases painful pressure. Anacin is safer, too. Has a smoother action and does not upset your stomach. Buy Anacin today!

*3 out of 4 doctors recommend the ingredients in.....*





See this  
Shining Star at the



# ZENITH

## NATIONWIDE HEARING AID

# "PARADE OF PROGRESS"

at your dealer's NOW!



### The Truly Inconspicuous CITATION Eyeglass Hearing Aid\*



The new Citation is just one of the brilliant hearing aid advances now on display at the Zenith "Parade of Progress." Slimmer . . . trimmer . . . the Citation is skillfully, beautifully designed to make wearing a hearing aid a pleasure. To combine superior performance with smart inconspicuous styling.

#### OTHER OUTSTANDING CITATION ADVANTAGES ARE:

- ★ Custom-contoured temple bars that can be shaped to your own particular head contour
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See the Citation and all the other great new stars on the modern hearing aid horizon. Don't miss the Zenith "Parade of Progress." At your Zenith Hearing Aid Dealer now.

\*Lenses, frame fronts, and related professional services in connection with Zenith Eyeglass Hearing Aids are extra and available only through your ophthalmologist, optometrist or optician.



Use this Certificate today!

14-Day Money-Back Offer! Here's your opportunity to try Zenith "Living Sound" performance at no risk during the Zenith "Parade of Progress." Bring this coupon to your Zenith Hearing Aid Dealer. It entitles you to a 14-day money-back trial of any Zenith Hearing Aid. Visit your Zenith Hearing Aid Dealer now. He's listed in the Yellow Pages.

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#### ODD PLACES CONTINUED



**IN LION'S CAGE** Phillips photographed the big beasts at the Clyde Beatty Circus. He reports, "Luckily nothing happened at all." He cannot name his most dangerous moment, but he never had a scratch throughout World War II.



**IN YUGOSLAV MOUNTAINS** Phillips (center) shares a meal with Partisan fighters who called him "the American cowboy." He had just returned from a 17-mile horseback expedition with these raiders to blow up a railroad bridge.



**IN ROMAN GARDEN** Phillips talks with Philosopher George Santayana about Casanova's memoirs. Santayana, a recluse, agreed to go to lunch, saying with a smile. "It is the first luncheon invitation I've accepted in the last 50 years."



# A WONDERFUL NEW WORLD OF FORDS FOR '60



The New Ford Galaxie Town Victoria by the Builder of the World's Most Beautifully Proportioned Cars

In 1960, for the first time in history, your Ford Dealer presents, not one, not two, but *three* new lines of Ford cars...The new 1960 Fords—*Finest Fords of a Lifetime, from any Point of View, from every Point of Value*...The new Falcon—the *New-Size Ford, easiest car in the world to own*...The new 1960 Thunderbird—the *World's Most Wanted Car*.

Here's something for everybody—a wonderful world of choice in which beauty, economy and comfort reign supreme! The Finest Fords of a Lifetime—the luxurious Galaxies, the dashing new Starliner and Sunliner, the value-packed Fairlanes, a new world of Ford Station Wagon Living—all combine to offer you 15 glittering variations on the world's newest, most elegant styling theme. And this wonderful harmony of design is reflected in the performance of these Finest Fords, exciting new

Thunderbird V-8 engines achieve a new balance of blazing power and superb economy.

The Falcon is a New-size Ford for the American Road and the world's most experienced new car. Sized to handle and park like a "small" car, powered to pass, climb and travel like a "big" car, it's built like no other car to save you money.

The 1960 Thunderbird—a glittering refinement of America's favorite fine car—is the only car of its charm in the world.



The Ford Starliner

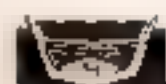


The new Ford Falcon



The 1960 Thunderbird

FORD DIVISION, Ford Motor Company.



FORD—The Finest Fords of a Lifetime



FALCON—The New-Size Ford

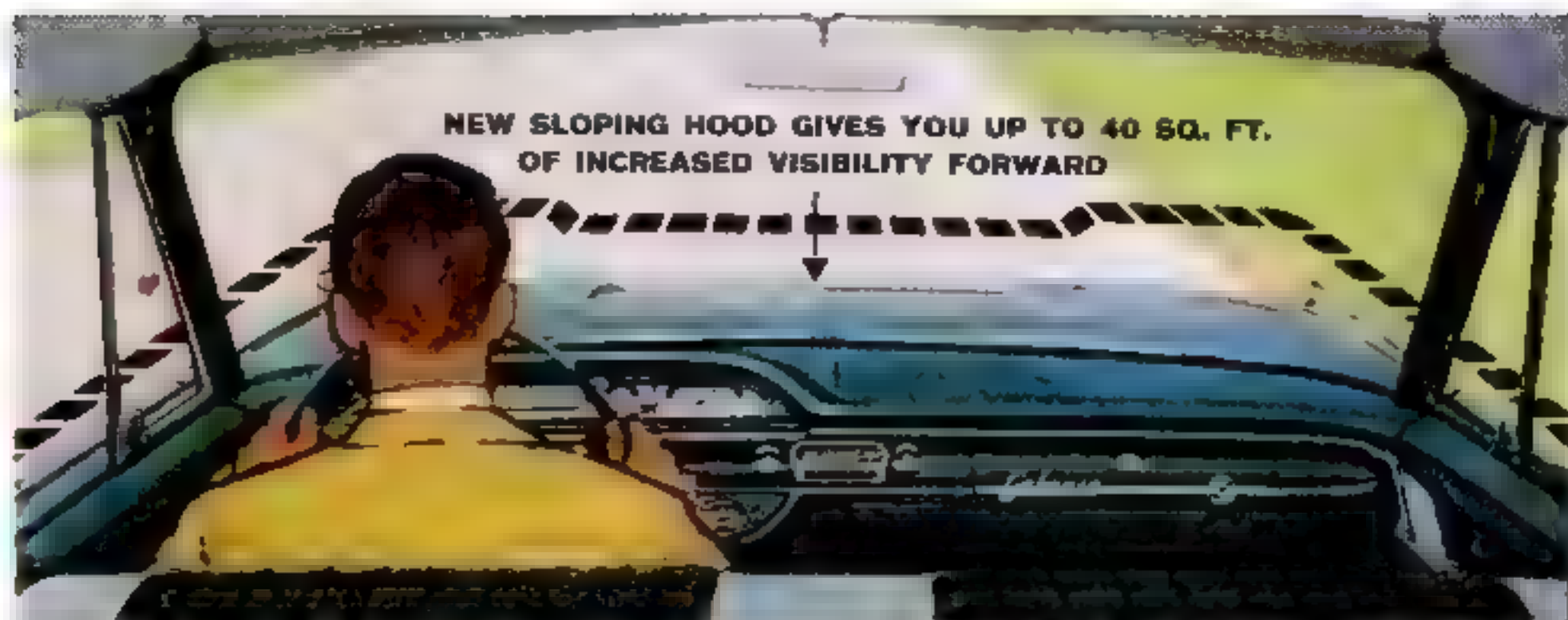


THUNDERBIRD—The World's Most Wanted Car





Easier to get in and out! No projecting dog-legs! Windshield posts sweep forward out of the way for easy entry and exit.



Full-range visibility means safer, more comfortable driving. There's 31% more windshield glass area and a gracefully sloping hood to give the most commanding view of the road. There's a wider angle

of vision through the rear window, too. Ford's greater glass area all around means greater, safer visibility . . . it's not overhead where it causes passenger discomfort from sun glare and heat.

# A wonderful new world of elegance

Beautiful from any *Point of View* . . . Worth more from every *Point of Value* . . .

The 1960 Fords bring you a new Viewpoint in Styling. Here is a refined, restrained new kind of styling elegance that is so very reminiscent of the fabulous Thunderbird. Classic, sculptured lines are united into a flowing harmony in steel.

Gracefully sloping hood, sweeping side contours, Thunderbird roofline, airy picture windows . . . every beautiful proportion proclaims the new spirit in advanced automotive design.

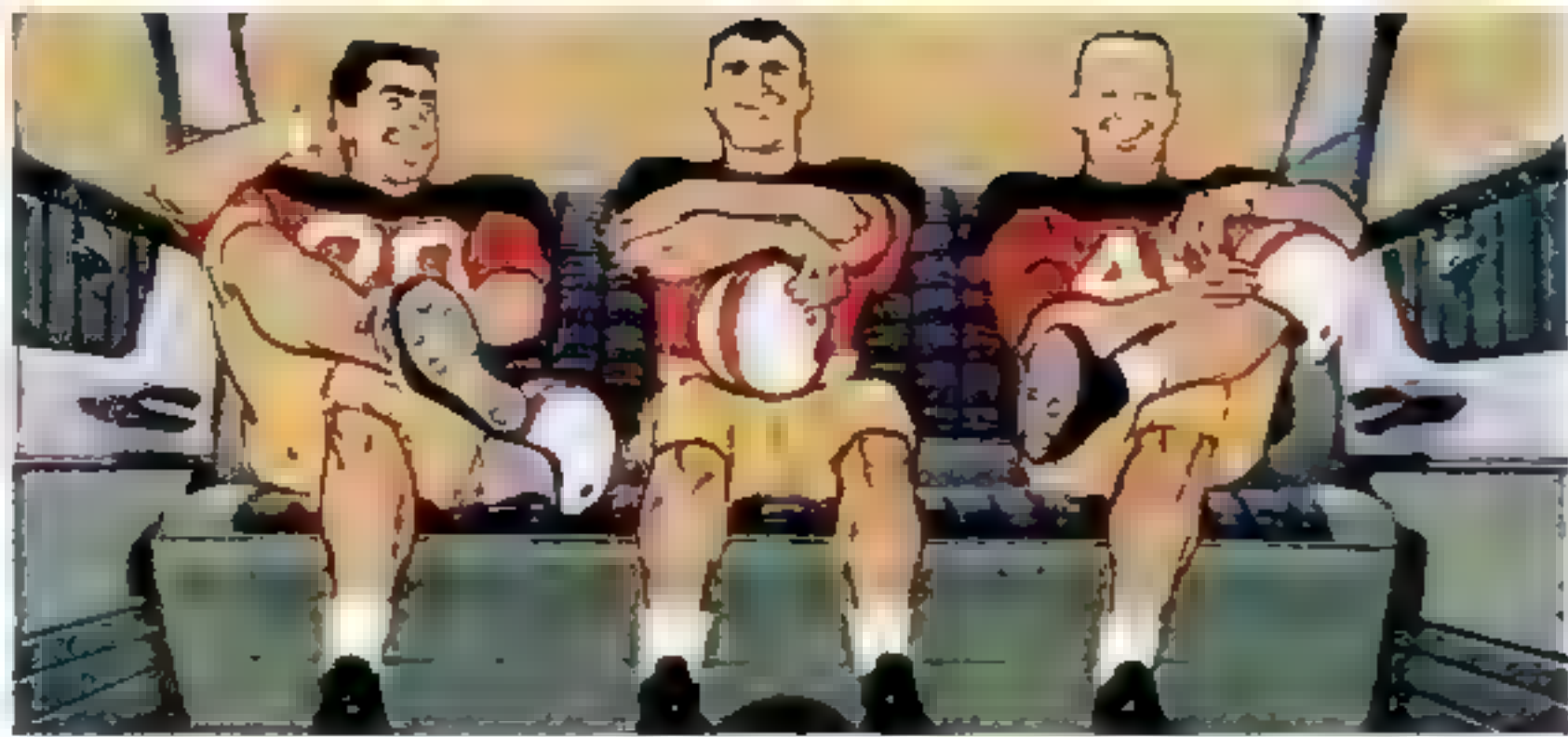
Ford, for 1960, presents a new Viewpoint on Comfort. The rich new Ford interiors give the driver and his passengers the kind of room that is the mark of the true luxury car. Here's shoulder room, leg room, headroom, hip room and hat room to spare. And Ford's greatly increased glass area is placed where it adds wonderful new visibility . . . not overhead where it would let in the sun's glare and heat.



The new Ford Starliner, with its racy roofline and optional Thunderbird 352 Special V-8, is one of the most distinctive, liveliest cars on the American Road. And it gives you luxurious 6-passenger comfort!

See "FORD STARTIME" in living color Tuesdays on NBC





Full-width comfort! Greater shoulder, hip and leg room. Ford's built-for-people design brings you full room for six in the finest limousine tradition. Chair-high seats are

posture-perfect, specially shaped and beautifully, lastingly upholstered. And even the man-in-the-middle, front seat or rear, has plenty of stretch-out room.



Roomy, low-level trunk for easy loading. Ford's big trunk is extra easy to load and unload. Its low-lift opening is only 27" from the ground (just over "knee-high").

# ...and built-for-people comfort

## THESE ARE THE FINEST FORDS OF A LIFETIME

And leave it to the world's most experienced builder of V-8's to blaze the way in power. Ford's new Thunderbird V-8's open up an exciting new world of smooth, quiet, economical action. They're built by Ford engine specialists, the world's master builders of modern, short-stroke, deep-block V-8's. Both standard Ford engines—Thunderbird 292 V-8 and Mileage Maker Six—perform beautifully on regular gasoline.

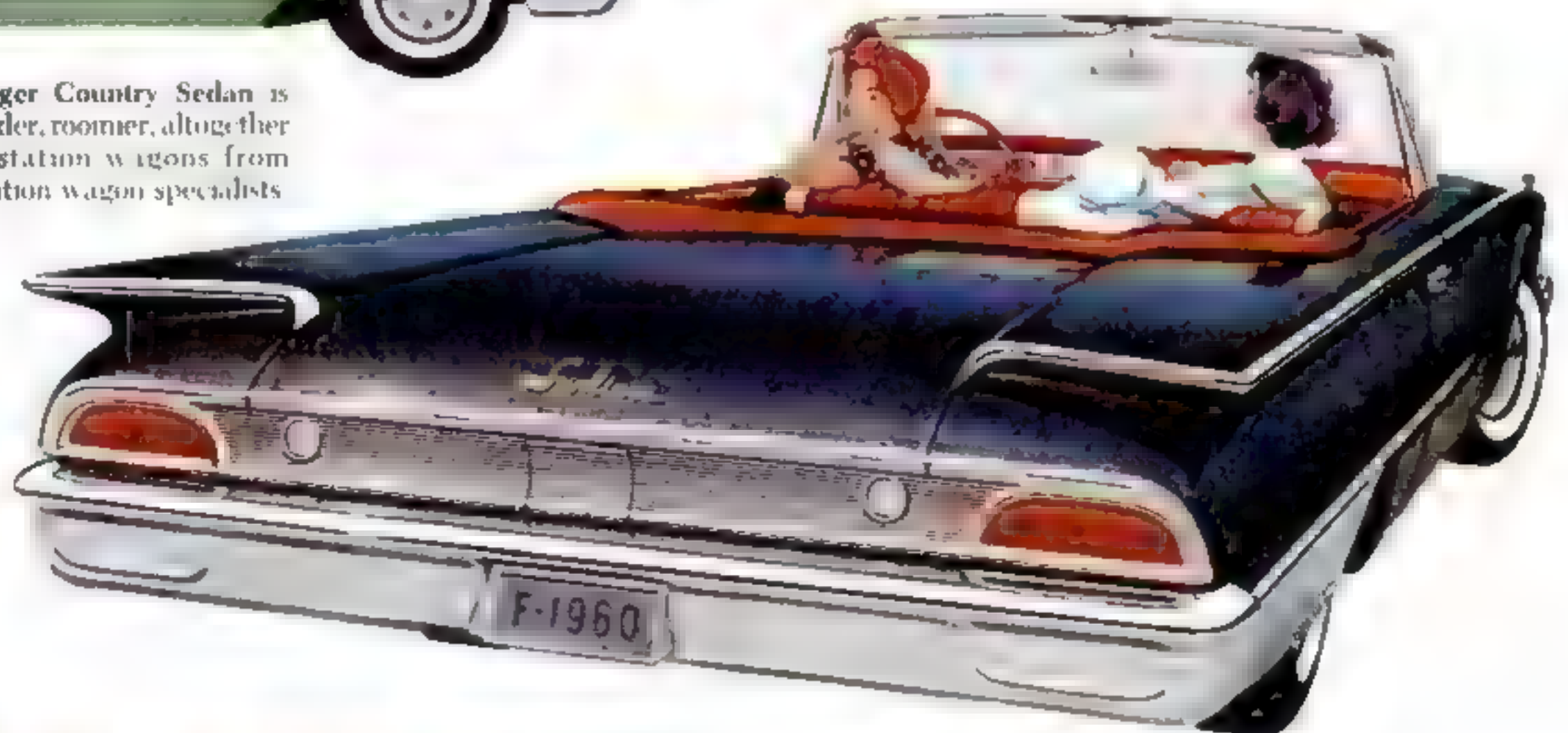
Economy is one of Ford's biggest value points. You start saving with the low Ford price. New truck-size brakes last longer. Fords go 4000 miles without oil changes, have standard, double-life aluminized mufflers, and a finish that needs no waxing.

Let your Ford dealer introduce you to the beautifully proportioned, beautifully economical 1960 Fords today.

FORD DIVISION, Ford Motor Company.



The new 9-passenger Country Sedan is one of 5 all-new, wider, roomier, altogether wonderful 1960 station wagons from Ford, America's station wagon specialists.



'60  
**FORDS**

The new 1960 Ford Sunliner is the exciting new concept in sport-loving, lively living cars . . . combining sizzling performance with rakish style lines for a new world of sunshine elegance.



FORD—The Finest Fords of a Lifetime



FALCON—The New-Size Ford



THUNDERBIRD—The World's Most Wanted Car





## FROM CBS ELECTRONICS COMES THE NEW SOUND OF PLEASURE...

*Another fabulous "first" from Columbia!*

*First with the LP record . . .*

*First with the famous "360" high-fidelity phonograph . . .*

*First with guaranteed stereo-fidelity records . . .*

Now CBS, the acknowledged leader in sound reproduction, is first again with high-fidelity **Stereo 1** . . . the thrilling new experience in listening.

**Stereo 1** moves home entertainment a full decade ahead. Plays all your records with amazing realism; makes them all sound richer—stereo or monaural. This exclusive new stereo projection is achieved with a perfect balance of multiple speakers. Inter-locking circles of sound sweep through the room in every direction, surrounding you with the magic of a "live" performance.

**Above, 6-speaker Stereo 1 phonograph with AM/FM radio** . . . Model C-1158. Fully self-contained stereo with six perfectly balanced speakers built into one magnificent cabinet (no remote speakers needed). The same cabinet houses a Columbia AM/FM tuner that plays through the 6-speaker system for the finest sound in radio. Phonograph has automatic changer; Columbia CD cartridge, diamond stylus; plays all records, all speeds. Walnut, mahogany or cherry with new webbed effect, record storage space, rattan grille. A complete home entertainment center for as little as \$299.95.

Hear music as you've never heard it before on **Stereo 1** . . . only by Columbia. Your local dealer has it in a beautiful new collection of cabinets designed for today's fashionable living. See them, hear them . . . today!

**Stereo 1** Console prices begin at \$129.95; **Stereo 1** Portables at \$39.95

COLUMBIA PHONOGRAPHS • 406 PARK AVENUE • NEW YORK 22, N.Y.

Prices slightly higher in some areas of South and West

NUMBER ONE IN THE WONDERFUL WORLD OF SOUND!





## Home Is Where the Fur Flies

Early in the century most stylish homes had a white bear rug by the fireplace on which new heirs were photographed nude. Then for a long time fur went out of fashion as a home furnishing. This fall, fur—sometimes real and sometimes blatantly fake—is the newest style in rugs and is also used to upholster sofas, chairs, ottomans, cushions. Like the girl above in the ocelot pajamas (not real fur) with the ocelot on her back (real fur) the new luxury is to sit on fur, lie on it, revel in it and use it for everything from bedspreads to bath mats.

At the top left of the picture is a small section of an oval orange fake fur rug, \$32.95. Beneath it is a three-dimensional real alpaca fur rug made in Peru, \$99.95. To right is a real astrakhan white rug, \$96. Next right are a phony fur rug in domino pattern, \$37.95, and a real

squirrel rug, \$275. Behind the model's head and extending onto the floor is a silver raccoon rug of fake fur, \$34.98. Far right are fake fur rugs in black, \$55, and green, \$7.95. On the floor at the left is a white rug (fake fur), \$34.98. Under the model's kicked-up heels is a real astrakhan rug made in Greece, \$105. On top of it is a fake leopard rug, \$15.95. The ottoman in real calfskin, \$800, sits on a white fake fur rug, \$34.98. Foreground is a natural red fox rug, \$357.50, and to its left is a Dynel bearskin rug, \$19.95. Stool (left, foreground) is covered in fake ocelot, \$20 a yard. The four cushions beginning at the back left are all covered in fake fur: gray lamb, \$25 a yard; ermine, \$12.98 a yard; mink (large cushion), \$12.98 a yard, and white rabbit, \$24 a yard. These fabrics can be used as upholstery coverings on any furniture.



Beautifully engineered for the American Road. From its front mounted engine (for greater safety and stability) to the 23 cubic-foot luggage compartment (holds two and a half times as much as the leading imported economy cars) the New size Ford is specifically designed for U.S.-sized roads and U.S.-sized families!



## A wonderful new world of savings in

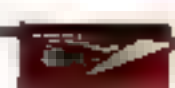


Easiest car in the world to own. The new Ford Falcon is that easy on the wallet . . . that easy to drive . . . and that easy to look at. Here's the one new-sized car with beautifully propor-

tioned Ford styling and proven six passenger comfort, proven gasoline and oil economy, proven performance and handling, and proven ability to meet all U.S.A. driving needs.



FORD—The Finest Fords of a Lifetime

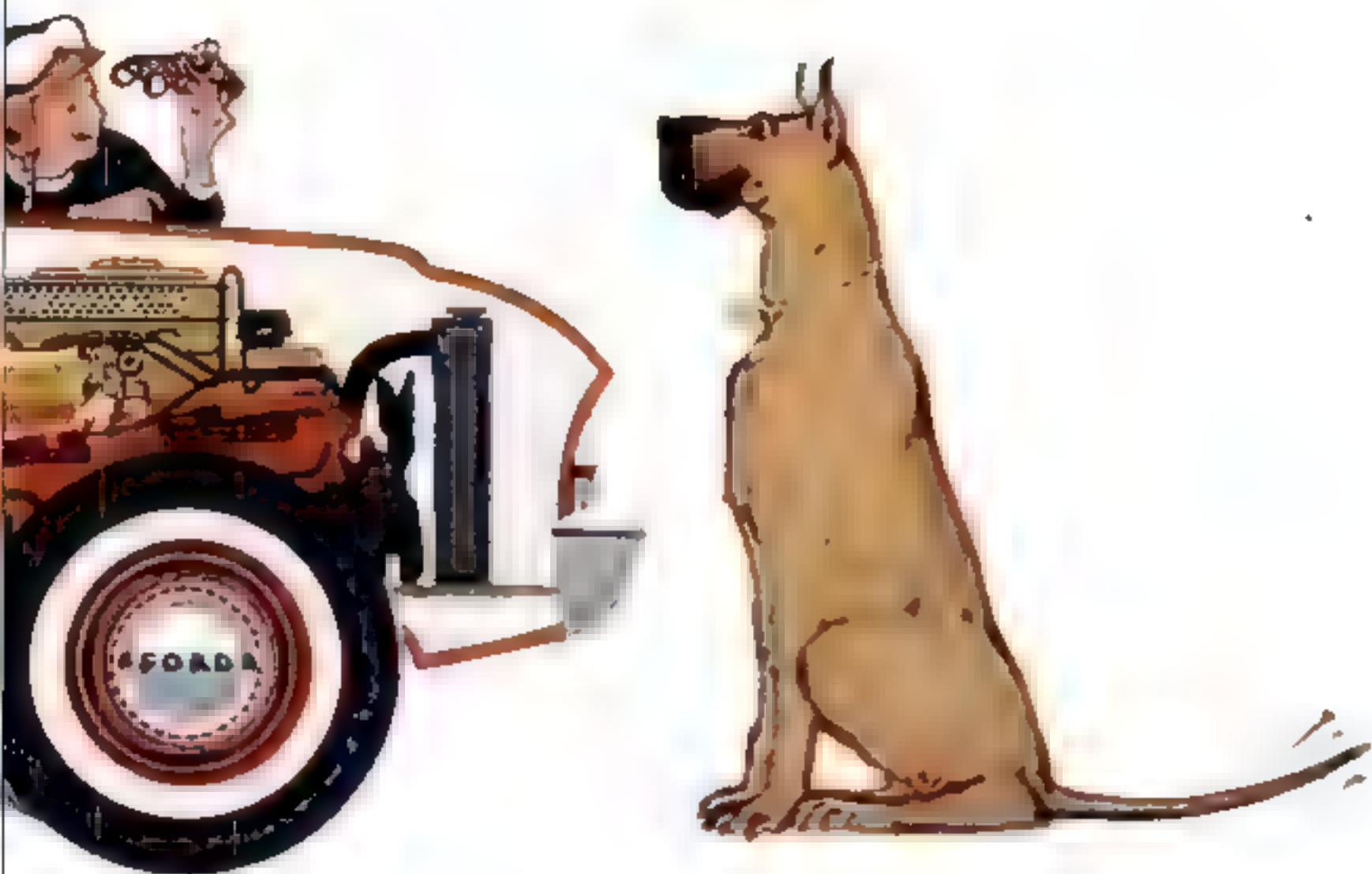


FALCON—The New-Size Ford



THUNDERBIRD—The World's Most Wanted Car





# the **New-size** FORD



The world's most experienced new car. After 3 years and 3 million miles of testing and development, the New-size Ford gave an amazing demonstration of its quality and fitness in exhaustive road tests over every last mile of numbered U.S. Federal Highway.

Up to 30 miles a gallon on regular gas. Experience Run, U.S.A., *proved* the Ford Falcon gives you amazing performance and exceptional mileage on *regular* gas! It went cross-country without adding oil, too.

Honest-to-goodness six-passenger comfort. Not four, not five, but *six* big people fit just fine in the New-size Ford. The compact Falcon is a nimble, handy size outside . . . has full-size six-passenger room inside.

The big news is in the price tag. For all its big-car comfort, luxury-car styling, American-car power and safety, the Falcon delivers for *less* than many imported economy cars. The Falcon is in a price class and a value class all by itself. And it handles and performs so magically you can forget about expensive extra-cost power options! You simply don't need power brakes and power steering in the easygoing Ford Falcon.

New 6-cylinder engine . . . up front for greater safety and stability. Here's an all-new, six-cylinder engine specifically designed to give the Falcon powerhouse performance over America's modern superhighways or the most rugged country roads.

Beautifully proportioned styling. Created in the classic tradition of Ford fine-car design! Crisp, clean-cut, uniquely beautiful, the Falcon swoops over the American road with an elegant ease that leaves old-fashioned designs far behind.

Made in U.S.A. . . . serviced everywhere. The Falcon is a product of Dearborn, Michigan, automotive capital of the world. It's engineered for maximum durability, minimum maintenance, and for easier, quicker, lower cost servicing. And over 7,000 Ford Dealers across the country offer complete Falcon service.

**FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS**

See "FORD STARTIME" in living color Tuesdays on NBC

THE NEW 1960 *Ford Falcon*  
FORD DIVISION, Ford Motor Company.



Wake up to **TANG!**



## More vitamin C than orange juice!

**NEW BREAKFAST DRINK DISCOVERY**—a great, new instant that gives your family a bonus in vitamin C.

**MORE VITAMIN C** than the finest orange or grapefruit juice. We need C every day—our bodies don't store it.

**MORE VITAMIN A** than the best tomato juice, too.

**NO SQUEEZING . . . NO UNFREEZING**—your TANG jar needs no refrigeration. You make TANG fresh, as much as you want, a glass or a quart. Comes in 3 sizes, to fill 12, 24 or 36 glasses.

**ADD TANG TO YOUR SHOPPING LIST NOW.**

*Happiest thing that ever happened to breakfast*

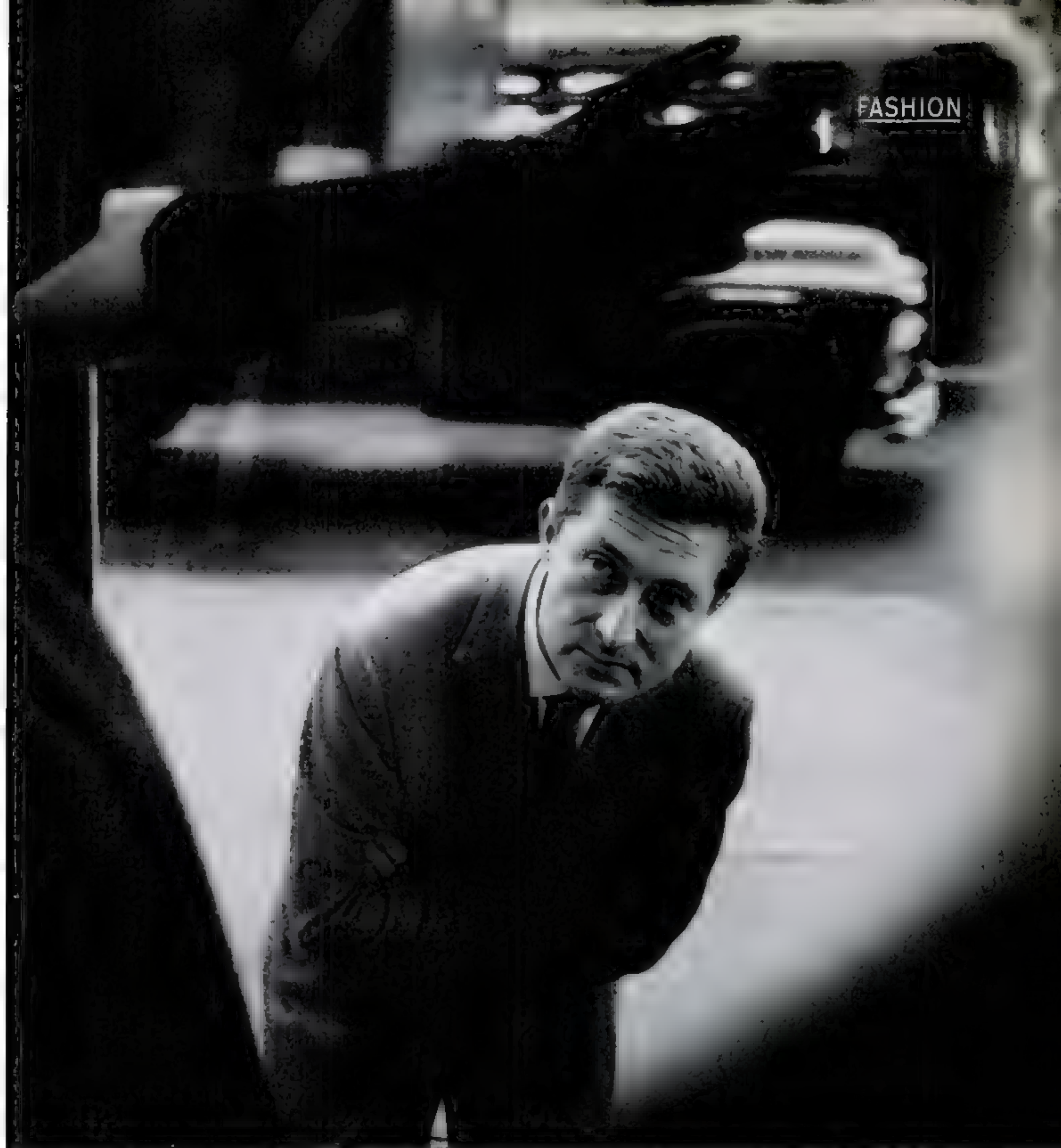
NEW from General Foods, makers of Instant Maxwell House Coffee

**NEW! INSTANT!**

Just mix with cold water







CRAHAY STUDIES A COPY OF ONE OF HIS SUITS IN A WINDOW OF SAKS FIFTH AVENUE WHICH DISPLAYED 15 CRAHAY MODELS. COPIES SELL FROM \$80 TO \$215

## A Paris Designer's U.S. Showcase

On his first stroll down New York's Fifth Avenue, French Couturier Jules-François Crahay happily peered into store windows (*above*) and was pleased with what he saw. The stores were showing their new Paris copies, and their displays were studded with Crahay's designs for the firm of Nina Ricci. An overnight success last spring (*LIFE*, March 2, 1959), Crahay designed a fall collection which is selling at the same clip in the U.S. as the perennial top threesome, Dior, Balenciaga and Givenchy. He came over to the U.S. late last month to receive the Design Talent Award from Filene's of Boston.

Crahay shrugs all this off. "I have done the same type of dresses for the last six years," he says; "nobody looked at them then, so how can I take my success seriously?" Crahay's "type" of dress favors big deep-armholed sleeves, small, wide mudriffs and low, often revealing necklines. These features characterize his collection for this season (*next page*) which carries on many of the ideas that he introduced last spring. "I couldn't do a dress for a generously endowed silhouette like Bardot's," says Crahay. "I like a woman to be extremely feminine. She must exist—but not too much."





## The happiest brides cross a threshold carpeted by Mr. Smith

Mr. Smith's secret for brides: be as smart as you are beautiful. Start your new home right with your most important decorating choice . . . enduring, flattering, economical Alexander Smith carpet . . . and you'll love it all your life. Mr. Smith's 114 years of making and selling carpets have taught him to balance young budgets with ease and perfect taste.

BATON ROUGE (shown)—dramatic new Creole texture inustrous, a 1 wool Wilton weave. Varied heights of this carpet's resilient loops resist crushing, create a striking decorating effect. You can choose yours from eight rich, clear Alexander Smith colors.

# Alexander Smith

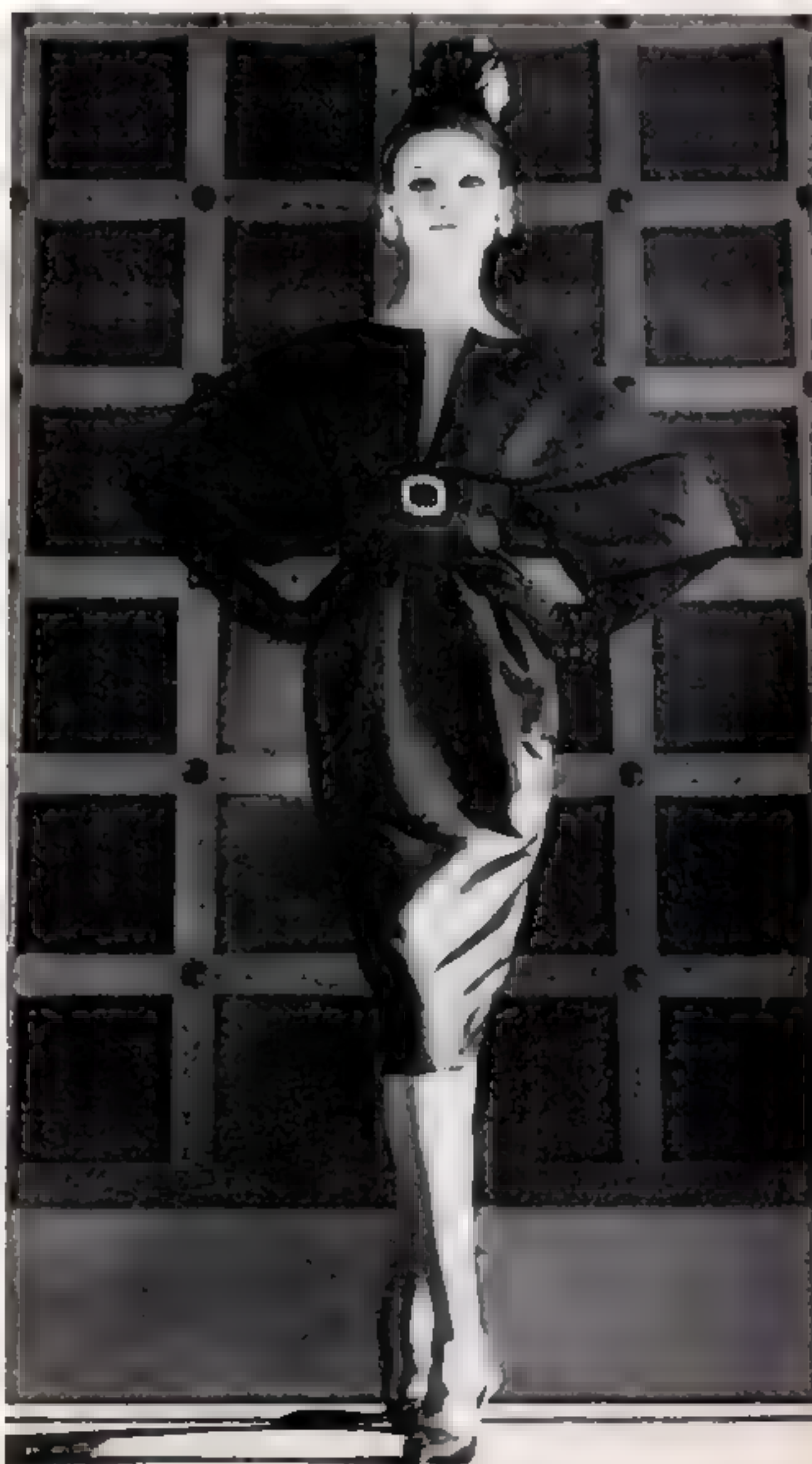
295 FIFTH AVENUE, NEW YORK 16, NEW YORK

WEAVERS OF FINE CARPETS AND RUGS SINCE 1845

## PARIS DESIGNER CONTINUED



At work in his Paris studio on one of his big-sleeved cocktail dresses, Crabay scrutinizes its waistline, which he calls the "principal axis." Crabay made five variations on this silhouette, all of which sold well. They are, he says, "the ideal, refined, but without constraint." The version below, copied in fabric by Dora J. S. (\$70), is shown with high-crowned French hat by Madeira (\$15).



CONTINUED



Authentic, scale-model, all-steel Texaco tank truck . . . actual size 25-inches long!



**\$7<sup>95</sup>** value  
**\$3<sup>50</sup>** only

with free coupon from any Texaco Dealer



Here's how to get this custom-made "Buddy-L" toy Texaco Tank Truck delivered to your door for only \$3.50 (certified retail value — \$7.95). Drive in to any Texaco Dealer in continental U.S.A. Ask for a free coupon. Mail coupon with your check or money order. It's that easy to get this exclusive Texaco Dealer offer. Wonderful to give a child now. Great to lay away for Christmas gifts, too! **TEXACO DEALERS**

TUNE IN: TEXACO HUNTLEY-BRINKLEY REPORT / MONDAY THRU FRIDAY / NBC-TV



### World's First Portable with Wireless Remote Control

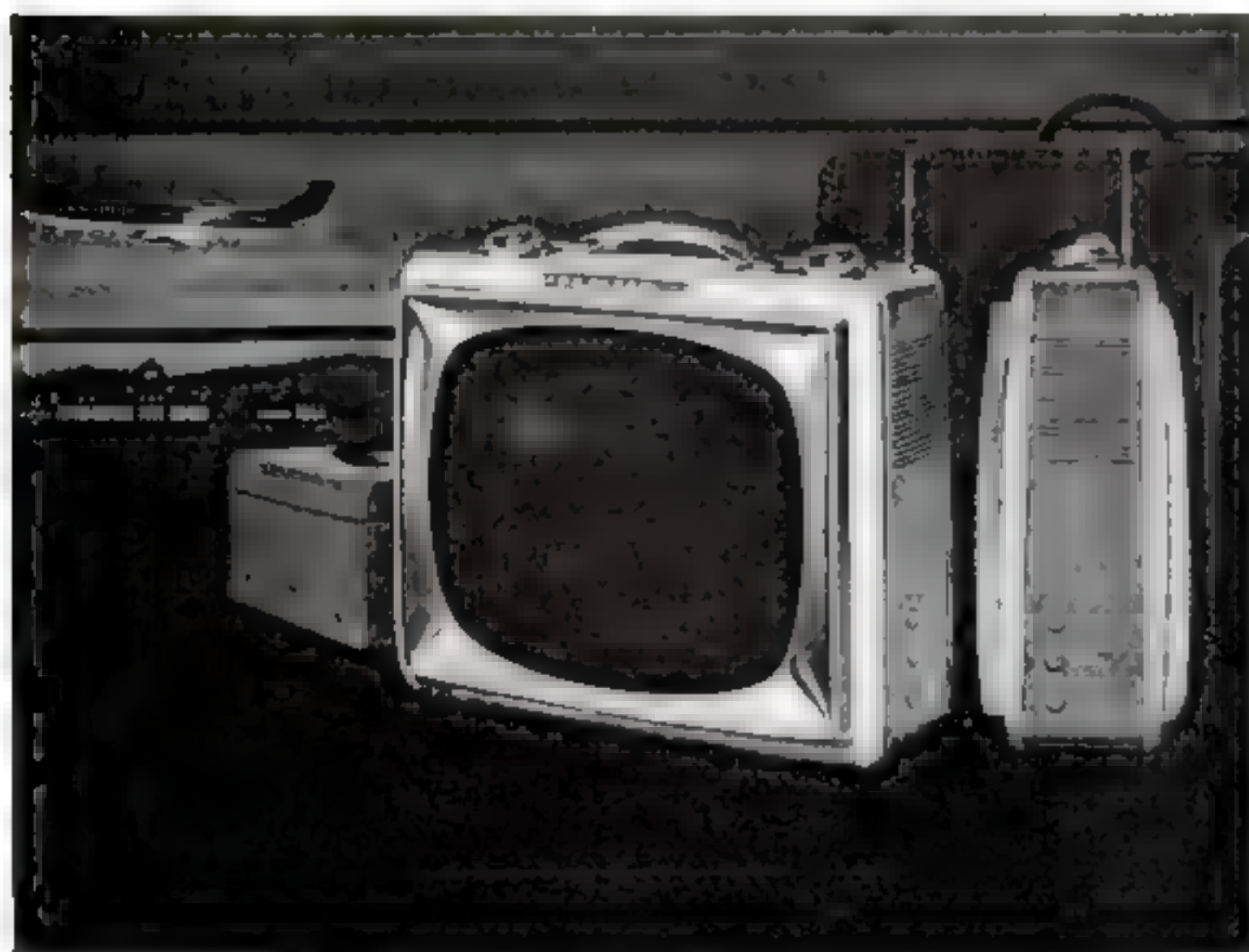
Admiral Son-R\* remote control has no wires, no batteries, no transistors . . . super-sonic sound tunes this new Space Age† portable TV . . . the most versatile TV ever created! Take it to any room. Tune from anywhere in the room . . . from the comfort of your bed or easy chair.

Wireless Son-R turns your new Admiral portable TV on-off, changes channels, adjusts volume to 4 levels! Slips into a magnetic pocket on the side of the set when not in use. See and try Admiral Son-R TV soon.

\*PROMOTED BY SON-R



## the two prize portables for 1960



### New Admiral Thin Man† ...TV that Travels in Style

First really rugged and ready to go portable! Ultra-slim and styled like the finest luggage. Only 12¼ inches thin. Has the famous Admiral etched circuits that end service worries. Forward sound up-front. Best picture ever in portable TV. Handy top tuning. Choice of two-tone and leather-look finishes in all-white, tan morocco and white and black morocco. See the brilliant new Admiral Thin Man Portables soon.

†TRADEMARK OF ADMIRAL CORPORATION



### PARIS DESIGNER CONTINUED



Studying his favorite and best-selling evening dress with his workroom staff, Crahay commented, "I have always loved volume and hated all the tortured little pleats. If the material is put right it sometimes takes no more than three pins to hold the entire dress together." This low-necked full-length gown of heavy ivory satin is available at Saks Fifth Avenue (\$225).





BLENDING WHISKY 80 PROOF 65% GRAIN NEUTRAL SPIRITS SEAGRAM-DISTILLERS COMPANY NEW YORK CITY



# Invitation to Relaxation

The time is twilight, the mood is mellow, the drink is 7 Crown —the happiest combination to end a long day's labors. If you haven't savored these rewards of relaxation, do so tonight... keeping in mind the spirit of the hour is the whiskey that delivers clarity and character of taste surpassing any other. SAY SEAGRAM'S AND BE SURE





PRESENTING FOR 1960...





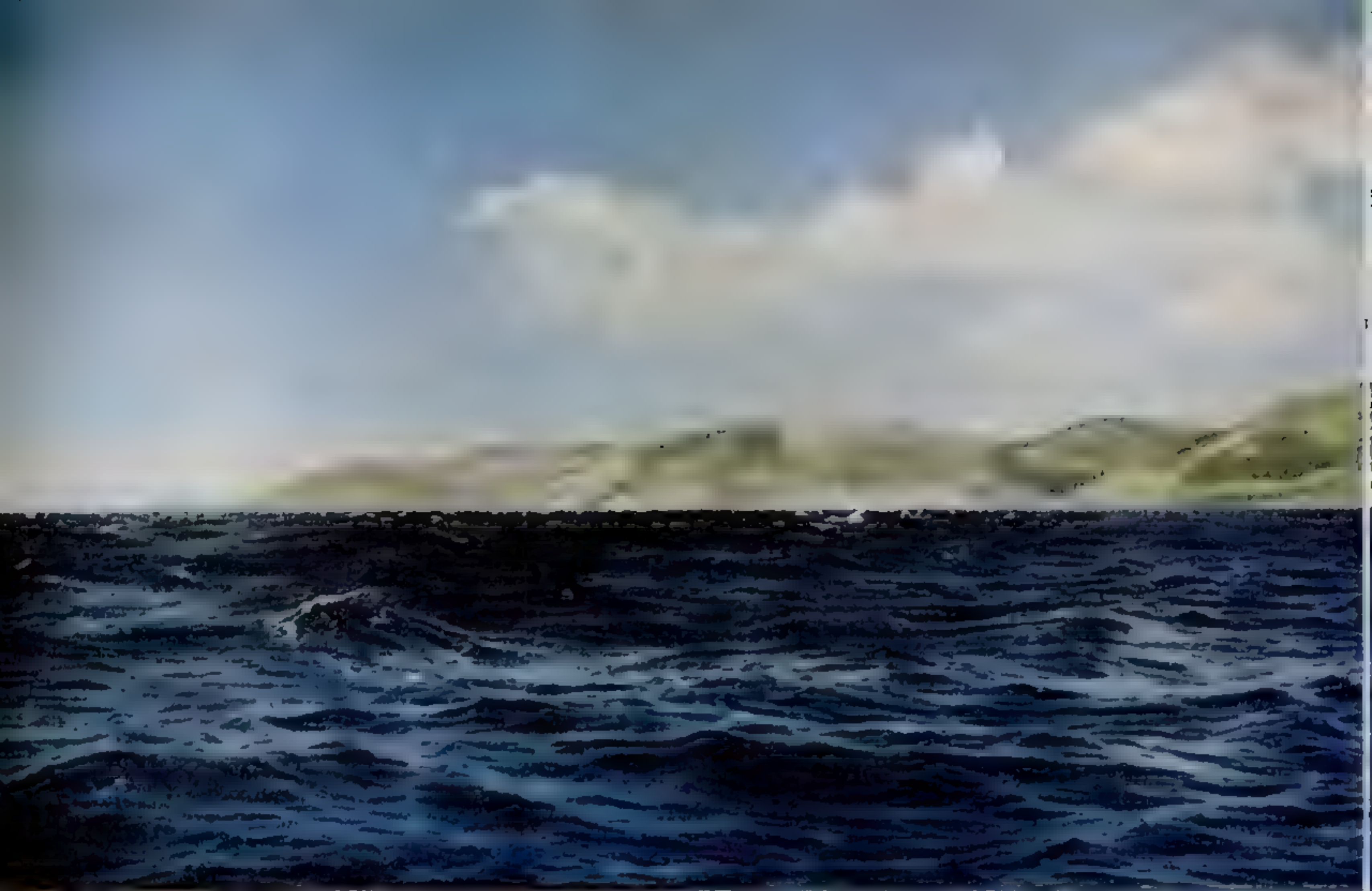
# BUICK'S ALL-TIME BEST

THE TURBINE DRIVE BUICK '60



BUICK LESABRE  
BUICK INVICTA  
BUICK ELECTRA









WHERE COLUMBUS MADE HIS DISCOVERIES

# NEW WORLD AS SEEN BY COLUMBUS

**F**OR more than 400 years men have sought to recapture the wonder that Christopher Columbus and his Spanish sailors felt when they first gazed at America. During all this time many landmarks that Columbus discovered, and even some of the friendly people he found, have remained much as they were when Columbus arrived on Oct. 12, 1492. The pictures on these pages re-create, in colors that Columbus knew, the sights and places that stirred him to eloquence in his Journals and letters. The captions which appear with the pictures are either given in Columbus' own words, or taken from authentic accounts by his companions and chroniclers.

The area where Columbus first landed is known but the exact spot is still in dispute—whether it was Watling Island in the Bahamas or the nearby Caicos Islands, where Columbus could have seen Indian campfires burning (*as in photo at left, below*) to make the famous light he saw a few hours before landfall. On this and three other great voyages extending over 12 years, Columbus laid open the entire Caribbean region, named almost all its islands, and located the coasts of Central and South America. His favorite island was Hispaniola, which is now Haiti and the Dominican Republic, where in his later, painful years he was arrested by an unfriendly governor and shipped back to Spain in chains. Other men seized most of the wealth that Columbus uncovered. But their names are obscure today, while his lives on as the most admired in the annals of discovery.

**I** saw so many islands that I hardly knew how to determine to which I should go first. . . . Of them all I have taken possession, with proclamation and the royal standard. [*Left, above, landfall in Windward Islands. Below, native fires on Haiti*]

Photographed for LIFE by BRADLEY SMITH







## COLUMBUS CONTINUED

The people of this island and of all the others that I have found and seen . . . are artless and generous with what they have, to such a degree as no one would believe but him who had seen it. They came to the ship's boats where we were, swimming and bringing us parrots, cotton threads in skeins, darts, and many other things, and we exchanged them for glass beads and small bells. Of anything they have, if it be asked for, they never say no, but show as much lovingness as though they would give their hearts. [Left, swimmers off Dominica]

They go as naked as when their mothers bore them, although some women cover a single place with the leaf of a plant, or a cotton something which they make for that purpose. They are very well made, with very handsome bodies . . . and no belly, but very well formed. They are the color of the Canarians, neither black nor white. They should be good servants for I observed that they quickly took in what was said to them, and I believe that they would easily be made Christians, as it appeared to me they had no religion. [Right, Carib girl on Dominica]





The bread of the islands is made of *yuca* [manioc root] which the Indians grind with rough stones [and] place in a long round bag made of soft bark. The bag is pressed and squeezed until all the *yuca* juice is removed—this juice is a very malodorous poison. What remains in the bag they bake on an earthen platter [until] it becomes a *caçabi* which is a flat loaf of bread. [Pictures on these two pages show Carib-Arawak Indians on Dominica.]





# INVENTIONS OF THE INDIANS



Their beds were like nets of cotton . . . called *hamacas* [hammocks], fully a man's height in length. At each end [they] are tied to posts, and in this way the hammocks stay in the air and there they lie. . . . They open them as we would open a large sling, then place themselves at an angle so there is [material] left over with which to cover themselves, and because it is never cold, this is enough. Anyone who sleeps in them is rested.



They have in the islands very many *canoas* [canoes . . . made out of the trunk of a tree, and wonderfully worked, considering the country. They are large, some of them holding 40 to 45 men, and some only large enough to hold one man. They are propelled with a paddle like a baker's shovel and go at a marvellous rate . . . a European galley could not keep up with them. And with these they navigate through all those islands, which are numberless, and ply their traffic.

CONTINUED



COLUMBUS CONTINUED

# TREASURE ISLANDS AND A LOST CITY



The party that went to Cibao saw gold in so many places as to seem almost incredible, for in truth they found it in more than fifty streamlets and rivers. . . . It is thought that by digging, it will be found in greater pieces, for the Indians neither know how to dig nor have the means of digging. [Left, Indians washing gold]



It is said that there are an infinite quantity of pearls gathered [near the island of Margarita]. . . . I ordered the pearls to be collected by people with whom an arrangement was made that I should return for them, and they were to be measured by the bushel. [Left, pearl fisher on Margarita]

Hispaniola is a marvel; the mountains and hills, and plains, and fields, and the soil, so beautiful and rich. . . . In this there are many spiceries, and great mines of gold and other metals. [Right, stones cut for building the city of Isabela, but abandoned in the jungle]







**W**e succeeded in finding the best spot that we could have selected for a settlement.

... Near the harbor there are two rivers, one large, and another of moderate breadth

... On the bank of it is being built a city. [Above, site of Isabela, first settlement in the New World, founded by Columbus in 1493 on the north coast of Hispaniola]

**I** never think of Hispaniola, and the other countries, without shedding tears. [Right, the remains of wall at Isabela, which was deserted in the rush for gold]

I thought what occurred there would have been an example for others; on the contrary, these settlements are now in a languid state, and the malady is incurable.







## COLUMBUS CONTINUED

**I** was twenty-eight years old when I came into Your Highnesses' service [Columbus is writing to Ferdinand and Isabella from Jamaica where he was shipwrecked and marooned in 1503 on his final voyage], and now I have not a hair upon me that is not gray; my body is infirm, and all that was left to me has been taken away and sold, even to the frock that I wore . . . How will my soul be forgotten if it be separated from the body in this foreign land? Weep for me, whoever has charity, truth, and justice! [Left, Columbus' tomb in cathedral at Ciudad Trujillo]

**T**he lands in this part of the world, which are now under Your Highnesses' [Ferdinand and Isabella's] sway, are richer and more extensive than those of any other Christian power. [Right, the Virgin Islands which Columbus discovered in 1493 and named in honor of St. Ursula and her 11,000 virgin martyrs] . . . [The mountains] are high, and all most beautiful in a thousand shapes, and all accessible, and full of trees, so lofty that they seem to reach the sky. And the nightingale was singing, and other birds of a thousand sorts, there where I was going.









# WIN A BILLIONNAIRE'S in the SPAM "Billion Can"

1010 prizes including

**10 Grand Prize  
Trips-for-Two  
to any country  
on earth**

where SPAM is sold  
or registered!

Yes, you may win the dream vacation of a lifetime ... a two-week luxury tour to any one of the colorful, exciting lands listed below ... with all expenses paid for two ... even tips and spending money!

You travel First Class in giant overseas airliners. You enjoy deluxe accommodations at finest hotels. You dine in world-renowned restaurants, visit historic places, relax in superb resort centers, attend the theatre, opera, night clubs. You live "like a billionaire" ... and it doesn't cost you a penny!

ENTER NOW ... enter often ... in this great SPAM Festival Sweepstakes! Anyone can win. Nothing to "write" or compose. Just read the simple rules on the next page, then fill in and mail the Ticket-to-Happiness entry blank. Good Luck!

All Travel Arrangements by **Happiness Tours** Journeys International

Choose from  
foreign countries  
or political regions  
like these:

ARGENTINA  
AUSTRALIA  
AUSTRIA  
BELGIUM  
BERMUDA  
BOLIVIA  
BRAZIL

BRITISH WEST INDIES  
CANADA  
CHILE  
COLOMBIA  
COSTA RICA  
DENMARK  
ECUADOR

FRANCE  
GERMANY  
GREAT BRITAIN  
GREECE  
GUATEMALA  
HAITI  
HONDURAS

HONG KONG  
ICELAND  
INDIA  
ISRAEL  
ITALY  
JAPAN  
KENYA

MEXICO  
MOROCCO  
THE NETHERLANDS  
NETHERLAND WEST INDIES  
NEW ZEALAND  
NICARAGUA  
NORWAY

PAKISTAN  
PANAMA  
PERU  
PHILIPPINES  
PORTUGAL  
PUERTO RICO  
REPUBLIC OF IRELAND

SALVADOR  
SINGAPORE  
SPAIN  
SWEDEN  
SWITZERLAND  
TURKEY  
UNION OF SOUTH AFRICA

URUGUAY  
VENEZUELA  
VIRGIN ISLANDS

More thrilling prizes for lucky Sweepstakes winners!

**1,000 luxury Gift Hampers  
introducing HORMEL'S new  
"FAMOUS FOODS of the WORLD"**

Beef Stroganoff! Swedish Köttbullar! Fabulous food specialties of foreign lands! Spanish Garbanzos Soup! Chicken Cacciatore! French Onion Soup! A complete selection of all the rare and wonderful delicacies soon to be introduced to all America by Hormel in fine food stores everywhere ... prepared by skilled chefs from

authentic native recipes ... brought to you in a superb imported picnic hamper ... all ready to heat, eat, enjoy! PLUS a can of SPAM (because SPAM is just as famous around the world as the most famous of foreign foods). Here's an unusual prize that's really worth winning. Maybe one of these wonderful food hampers will be yours!





# VACATION



**1,000,000,000 Cans of SPAM!**

Enough to reach around the world  $2\frac{1}{2}$  times! That's how many cans of this internationally popular meat have been produced to date. SPAM is sold, loved, used in famous native dishes in dozens of foreign countries.

*It's the world's most famous meal!*

# Festival" SWEEPSTAKES!



## SWEEPSTAKES RULES

**1.** Enter as often as you like! Just fill in the ticket to happiness below. To the left is a list of many countries or political regions in which SPAM is sold or registered. Count the number of countries or political regions listed and write the total in the box provided. Mail your entry, together with a portion of the metal key strip including the last inch from a can of SPAM (if you have one on hand) or a copy of the word SPAM as it appears on the front of the can or anywhere in this advertisement and not necessarily of same size or color, to: SPAM, Box 4000, Spring Park, Minnesota. Each entry you submit must be accompanied by the inch of metal key strip or the facsimile drawing as outlined above.

**2.** Entries must be postmarked no later than Dec. 12, 1959, and received no later than Dec. 17, 1959 to be eligible. Prize drawing will be Dec. 18, 1959 and all entries that give the correct number of countries will qualify for prizes in the order in which they are drawn.

**3.** The first 10 names drawn on entry blanks that correctly give the number of countries will win trips for two (including spending money) to any one of the countries where SPAM is sold or registered. (Providing necessary passports and visas are obtainable.) No substitutions in prize awards. All trips must be taken during 1960. The next 1,000 names drawn that correctly give the number of countries will each win a luxury gift hamper of "Famous Foods of the World" by Hormel. All winners will be notified by mail. Only one prize will be awarded to a family.

**4.** Drawing is open to all persons living in the Continental United States, Hawaii, Alaska, and Puerto Rico except employees (and their immediate families) of Geo. A. Hormel & Co., its advertising agency and the Custom Service Corp., the organization supervising the drawing. No entries will be accepted from persons in areas where local laws prohibit. Drawing is subject to all federal, state and local regulations. No entries will be returned. All entries become property of Geo. A. Hormel & Co.

SPAM is the registered trademark for a pure pork product packed only by Geo. A. Hormel & Co., General Offices, Austin, Minnesota, U.S.A.

**"Around the World" Dinner Casserole** Exciting one-dish meal especially developed for the SPAM "Billion Can Festival"! Try it for a dinner that's quick, easy and good:

- drain 1 8-oz. pkg. egg noodles.
- in broad, shallow 2-qt. casserole.
- with 1-lb. can French-style green beans, drained.
- 1 can SPAM sliced and cut in  $\frac{1}{2}$ " strips.
- **POUR** all 1 can Cream of Mushroom soup, mixed with  $\frac{1}{2}$  can ( $\frac{3}{4}$  cup) milk and 3 tbsp. Worcestershire sauce.
- with crisp cracker crumbs.
- at 350° 30 min.



**Here's your ticket to happiness... mail it TODAY!**

**ADMIT TWO**

**Here's my ticket to happiness**  
SPAM, Box 4000, Spring Park, Minn.

Here is my Billionth can of SPAM Sweepstakes entry in the big drawing to celebrate the production of the billionth can of SPAM. I understand my correctly completed entry will qualify me to participate in the drawing for one of the 10 "billionaire vacations" for two or one of 1,000 luxury gift hampers. All entries are eligible to win. Just follow the simple rules to the left. I enclose approximately the last inch of a key strip from a SPAM can, or a copy of the word SPAM as it appears on the front of the can or anywhere in this advertisement and not necessarily of same size or color.

**The number of countries or political regions listed in this advertisement in which SPAM is sold or registered is \_\_\_\_\_**

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
(PLEASE PRINT CLEARLY)







Choose from 3 toothbrush shapes . . . and 5 exciting new colors!

Copyright 1969 by West Products Co.

Now there are **THREE** Dr. West's "Germ-Fighters"

**a** NEW FLEXI-TUFT  
STRAIGHT TOP

If you like soft, flexing bristles—lots of them that clean, massage and polish, this is by far the best brush of its type. Has the sheerest bristles ever—1720 of them—closely spaced for scrubbing action and strength. Flat top,  $1\frac{1}{2}$ -inch brushhead. "Germ-fighter" inoculated bristles.

**b** NEW FLEXI-TUFT  
SHORT CURVE

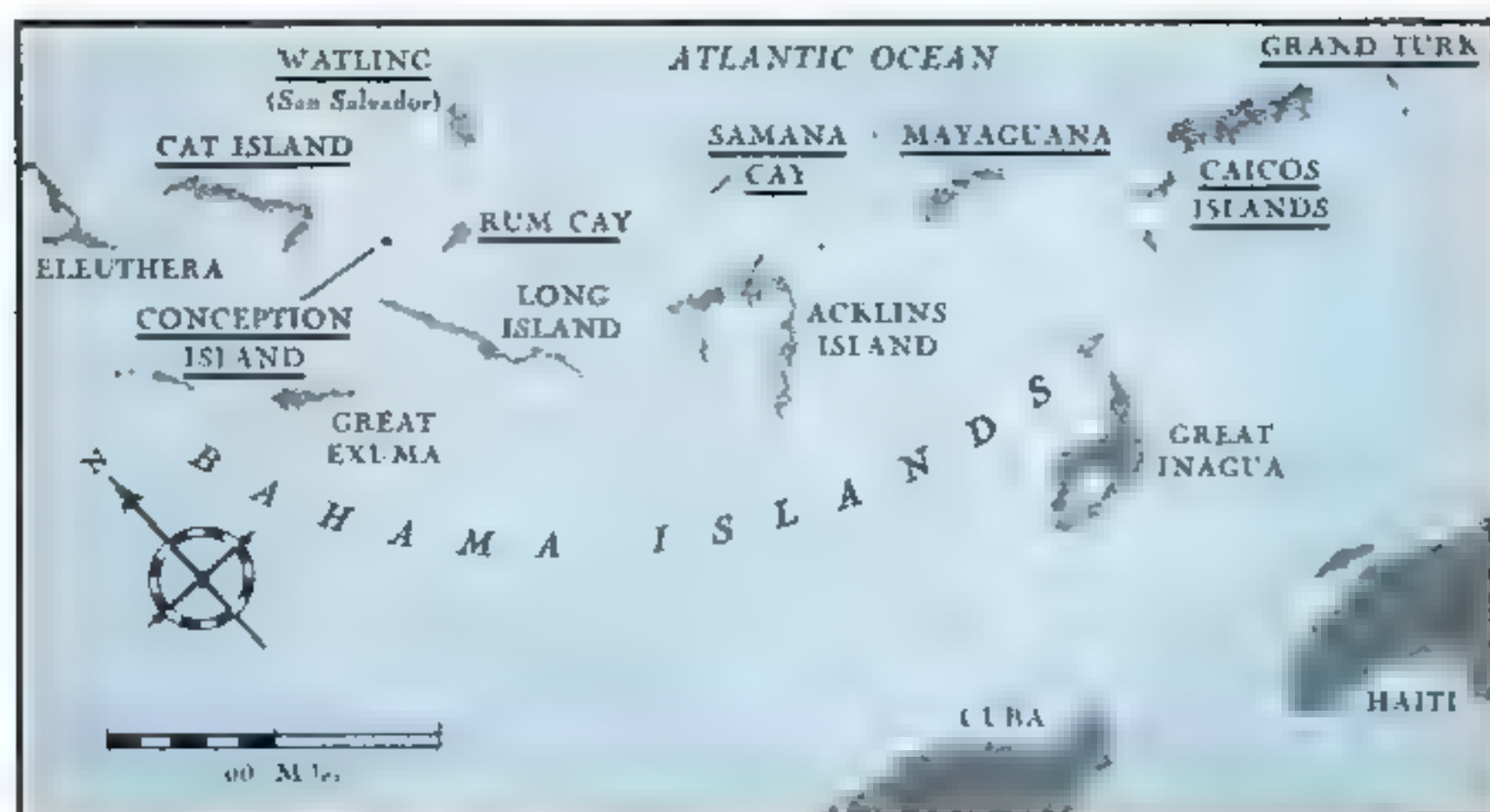
New  $1\frac{1}{4}$ -inch dentist-preferred, three-row design. Has 1050 firm yet pliant flexi-tuft bristles in slightly curved brushhead. New grip-tight, rolling-ribbed handle. Designed specifically for medium and hard bristles and for the correct "rolling motion" brusher. "Germ fighter" treated bristles.

**c** FAMOUS CONTOUR  
LONG CURVE

The most famous shape in toothbrushing. Scientifically curved to fit the dental arch inside, outside, in-between the teeth. Extol brand bristles won't wilt—won't pull out. Look for the Dr. West's Contour brush in sparkling glass tubes! And of course it's a "Germ-Fighter" brand, too.







ISLANDS SUGGESTED AS FIRST LANDFALL OF COLUMBUS ARE UNDERLINED

## BIG ARGUMENT ABOUT HIS FIRST LANDING

For more than a year a polite but furious historical controversy has been simmering over the question: Just where did Columbus first set foot on the New World? The debate has involved a number of obscure islands (see map) and a host of seafaring details. It has pitted the tremendous authority of Samuel Eliot Morison, rear admiral, Harvard professor-emeritus, and Pulitzer prize-winning biographer of Columbus, against a pair of stubborn amateurs: Edwin A. Link, underwater explorer, navigator, inventor of the Link pilot trainer, and his wife, Marion, who have spent years studying the voyages of Columbus.

Columbus himself was nautically vague about where he landed. His journal noted that one night he saw a light and four hours later he came to an island. He called it San Salvador and historians have long argued over just which island it was. Several possibilities are shown on the map above. In recent years most authorities have agreed that it was a 5x13-mile island in the Bahamas which had been



EDWIN A. LINK

named Watling, after a celebrated English pirate. But last year the Links assaulted accepted history by publishing a brand-new theory on Columbus' first voyage based on their own observations. In a small plane and a shrimp boat they traced out Columbus' most likely approaches from Europe to the region of the Bahamas. They concluded that he must have landed on East Caicos in the Caicos Islands instead of on Watling.

Caicos, said the Links, was closest to Columbus' own description of an island "very large and very flat," with a central lagoon and no mountains. On the seaward side of Caicos they found an excellent harbor such as Columbus described. There is no such harbor at Watling and in fact it is unapproachable from the European side.

The Links also base their theory in part on the famous light which Columbus said he saw. It

has been agreed that if he landed at Watling he could not have seen such a light. But the Links found that if Columbus landed at Caicos the light might have come from nearby Grand Turk.

The Links' publication was a direct challenge to Morison, who prides himself especially on his prowess as a salt-water sailor. Before writing *Admiral of the Ocean Sea*, his great book on Columbus, Morison sailed among the Bahamas and verified, to his satisfaction, the findings of earlier scholars that Columbus' journal pointed directly toward Watling. In an important piece of research he worked backward from the spot where Columbus first reached Cuba, and concluded that Watling and only Watling was the place where Columbus landed. To the obvious fact that Columbus could not have come ashore on Watling Island from the East, Morison theorized that Columbus sailed around to the western side where he could have landed in a sheltered bay. As for the famous light, Morison says it was "imaginary."

When the Link-Caicos theory was published last year under the distinguished imprint of the Smithsonian Institution, Morison declared it did not change his mind at all. He has declined to discuss it in detail. But that task has recently been completed in a thunderous article in *The American Neptune*, a scholarly quarterly of which Professor Morison is an editor. The author of this article, Captain Edzer Roukema, is a retired Dutch shipmaster and authority on early maps and travel. Taking up the Links' arguments one by one he concluded they were "erroneous," "mistaken" or based on faulty interpretation, and that "Professor Morison's view was and is correct."

The Links, who have been off on another expedition, have not had time to answer the Roukema broadside. But, claiming new evidence for their theory, they are standing by their guns.



S. E. MORISON



Style 8550

## THIS SHOE IS different!

...and the difference is comfort.

Here's why: ordinary shoes are made to fit the feet at rest. Johnsonian Guide-Steps are designed to fit the feet in action! Over 30 years of research involving hundreds of thousands of measurements were made on moving feet. The result was the revolutionary Guide-Step last, on which these unusually comfortable shoes are made.

Style? Look at the handsome brown and black pattern above. It's just one of many Johnsonian Guide-Steps that look as good as they feel. All this comfort... all this style is yours for just

\$10<sup>95</sup> to \$14<sup>95</sup>

## Johnsonian

GUIDE-STEP

ENDICOTT  JOHNSON

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THE FAMOUS FAMILY NAME IN SHOES



Dress Better For Less



*Outfitting the entire family for Fall and Winter is easy on the budget...at Robert Hall famous "Low Overhead" prices!*

**A JUNIOR'S ORLON PILE LINED SUBURBAN** has a zip-off hood and comes in rich fabrics in a variety of smart patterns—stripes, plaids, checks and fancies. Sizes 6 to 12. Only **12.95**

**WASHABLE SLACKS** in luxurious rayon flannels and gabardines. Campus and Hollywood models, complete alterations included. **3.99**

**B SISTER'S ITALIAN-FABRIC CAR COAT** has a cozy-warm Orlon-pile lining, and convertible hide-a-hood collar. In sizes 7 to 14. Only **10.95**

**C DAD'S ITALIAN FABRIC TOPCOAT** is handsomely styled...features the finest tailoring details. Also available...versatile zip-coats in rich English tweeds. Both come in the newest Fall shades. Regulars, shorts, longs. Only **33.95**

**D MOM PREFERS A SMART ZIP-COAT** that gives her three-seasons' wear. This one is luxurious all-wool tweed with Orlon-pile liner to zip-in for wintry winds. Misses' sizes. Priced at **32.95**

## Thousands of families dress better for less the Robert Hall "Low Overhead Way"

FAMILY CLOTHING CENTERS FROM COAST-TO-COAST...AND MORE COMING

There's a reason why Robert Hall has become America's Family Clothier—and that reason is thousands of thrift-minded American families. Every day the need grows greater for quality clothing at reasonable prices...and Robert Hall keeps growing to meet that need, opening more new family clothing centers every season.

There's a reason why clothing dollars buy more at Robert Hall—and that reason is the Robert Hall "Low Overhead" policy. Lower rents, no fancy fixtures, no expensive furnishings, no costly interior displays, and cash sales only—all add up to big savings for American families who want to dress better for less.

*See your phone book for the Robert Hall clothing center nearest you.*





**STUNNING WOOL FLANNEL SHEATH** with empire bodice looks so chic in black, topped off with white mouton-processed lamb trim. Fashion glamour in dramatic black and white. Comes in junior sizes 7 to 15...at only 8.89

**THE HANDSOME ALL-WOOL SPORTCOAT** is superbly tailored in the new slim natural style. Available in newest Fall patterns...houcles, plaids, Ivy stripes, muted checks. Regulars, shorts, longs. Complete alterations included. 19.95  
**ALL-WOOL WESTERFIELD FLANNEL SLACKS**, alterations included. 7.88



**HIS ALL WOOL WESTERFIELD FLANNEL SUIT AT 31.95** has the distinctive styling, the expert tailoring of a high-priced suit. Luxury flannels in 3 and 2-button models, newest Fall shades. Wide selection in regulars, shorts, longs. Complete alterations included.

**HER WOOL PLAID WALKING SUIT IS PILE-LINED AND ONLY 29.95.** Beautifully tailored in the season's most wanted wool plaid—overlay tweed, it has the look of Paris...and can be worn all Winter long—thanks to the warm Orlon-pile lining. Misses' sizes.

**MOM'S SUBURBAN COAT** is smartly tailored of luxurious isle with warm Orlon-pile lining and two-tone wool scarf. Misses' sizes. Priced at 19.95  
**DAD'S SMART SUBURBAN** is tailored of "Virento", the Robert Hall exclusive Italian-imported fabric. Quilt-lined. Regulars, shorts, longs. 17.95  
**JUNIOR'S HOODED PARKA** is sturdy cotton cord with Orlon-pile lining, detachable hood. Completely washable. Sizes 6-18. Priced at only 9.99



**GIRLS' LOVE CARDIGANS** of washable, textured nylon. Choice of many glorious colors. In sizes 7 to 14. 2.99

**PRINTED CORDUROY SLACKS** have cotton flannel lining, and are completely washable. Sizes 7 to 14. 2.89

**WOMEN CHOOSE BLOUSES** of wool-look, washable Acrilan jersey. Many styles for misses and women. 2.89

**BOX-PLEATED WOOL SKIRTS** are the season's most wanted new style. Smart Fall shades, sizes 22-30. Only 4.98



**Robert Hall**  
 OPEN EVERY NIGHT TILL 9 P.M.

A DIVISION OF UNITED MERCHANTS AND MANUFACTURERS INC.





CLARK GABLE GLOUMY CONSOLS SELF AFTER DREAMS ARE SHATTERED. HIS YOUNG SWEETHEART HAS TOLD HIM HE HAS WISDOM THAT COMES WITH AGE

## GABLE: GASSED BUT GLAMOROUS

The bourbon-bedraggled gentleman above, all bleary in unrazored fuzz, is facing a great moment of truth. The truth is that he is not 31 or 44 or 41 years of age as he has been stoutly insisting to justify falling in love with his beautiful 21-year-old secretary. He is, in hard fact, a middle-aged should-know-better 56. Thus, in Paramount Pictures' new movie, *But Not for Me*, drives him hilariously to a long night's drinking.

In his real life Clark Gable could not care less. He is an easy,

unabashed 58 years old, not a mere 56, and he can still make love to lovely ladies on the movie screen with the same careless grace that entranced Jean Harlow and Greta Garbo a quarter of a century ago. This time it is luscious Carroll Baker who falls in love with him and piquant Lili Palmer who persuades him to act his age. He finally does while proving in his drunken scene that Gable gassed is still glamorous, and, with the help of his co-stars, makes a reasonably pleasant little comedy out of *But Not for Me*'s preposterous plot.



In a Weldwood paneled room, the only thing you can spoil is your family



Wood like this doesn't just grow on trees. Weldwood puts it through 18 distinct finishing, sanding and polishing steps to make each panel as smooth and rich and perfect as a fine table or highboy. There's no wood paneling quite like it. You can actually *feel* the difference.



A family room is for fun. Not for constant scrubbing and redecorating. That's why Weldwood paneling is so popular for the room where the family gets together.


Even with a houseful of kids, Weldwood paneling never needs pampering. It resists smudges, stains and jelly sandwiches. Wipes clean. Like fine silver, Weldwood paneling actually seems to grow more beautiful with the years. It's permanent. Guaranteed to outlive your home.

You'll find that the only thing expensive about Weldwood paneling is its looks. Weldwood Samara®, shown in the room above,

costs only \$47 for a 12' x 8' wall. But, if you prefer birch—or walnut or oak or any of some 70 other panelings—Weldwood has them, too. Take time to see them at your nearest Weldwood branch showroom (there are 119 in the United States and Canada) or at your lumber dealer's.

Weldwood paneling—even if it's only one wall—can make your family room the show-place of your home—and your neighborhood. But be sure it's Weldwood—made only by United States Plywood Corporation.

**WELDWOOD® WOOD PANELING**



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 Box 61, New York 46, N. Y.

Please send me the names of nearby Weldwood dealers and the new idea booklet, "Weldwood Prefinished Paneling For Fine Interiors," that shows a variety of woods, installation instructions, photographs. I enclose 10¢.

Name .....

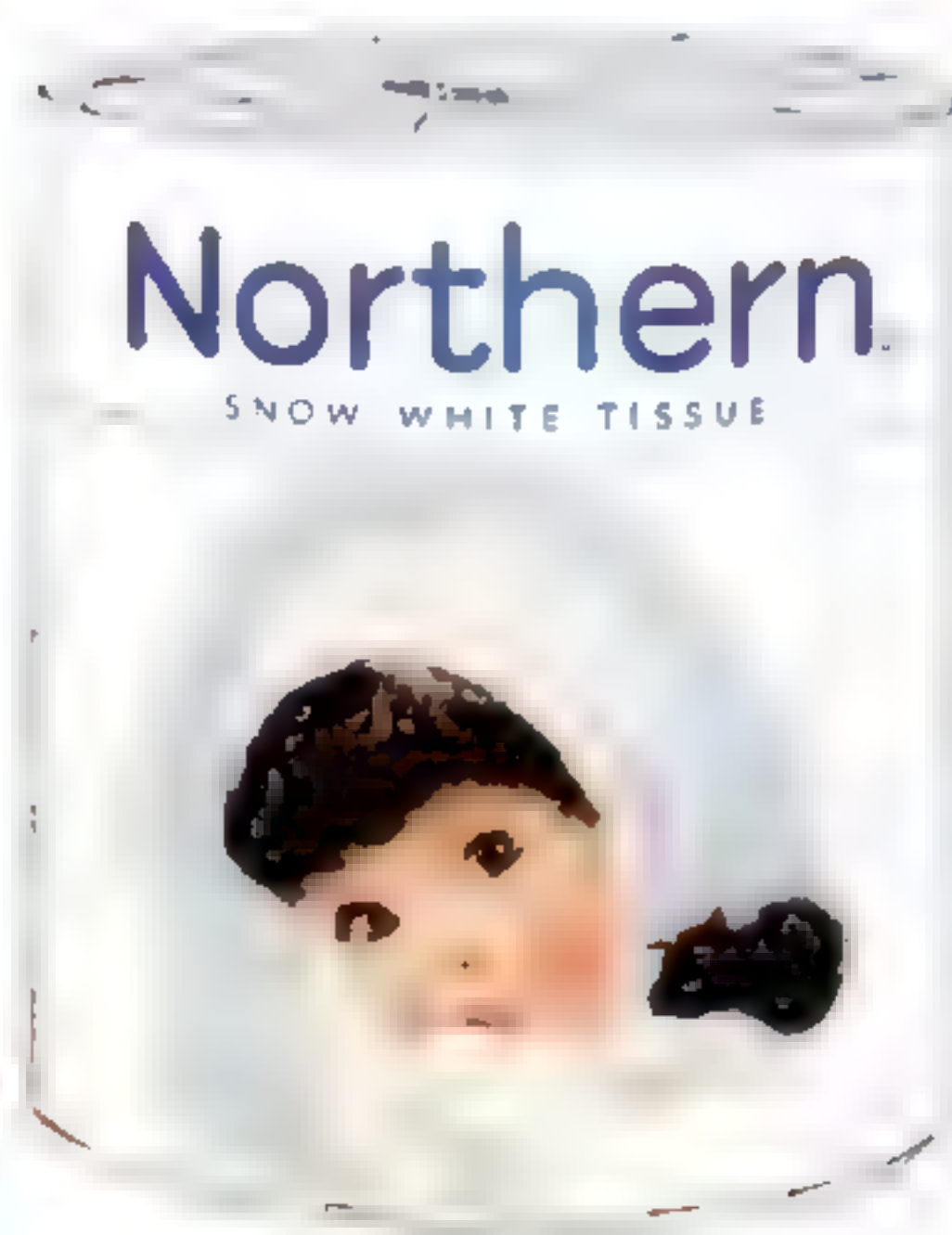
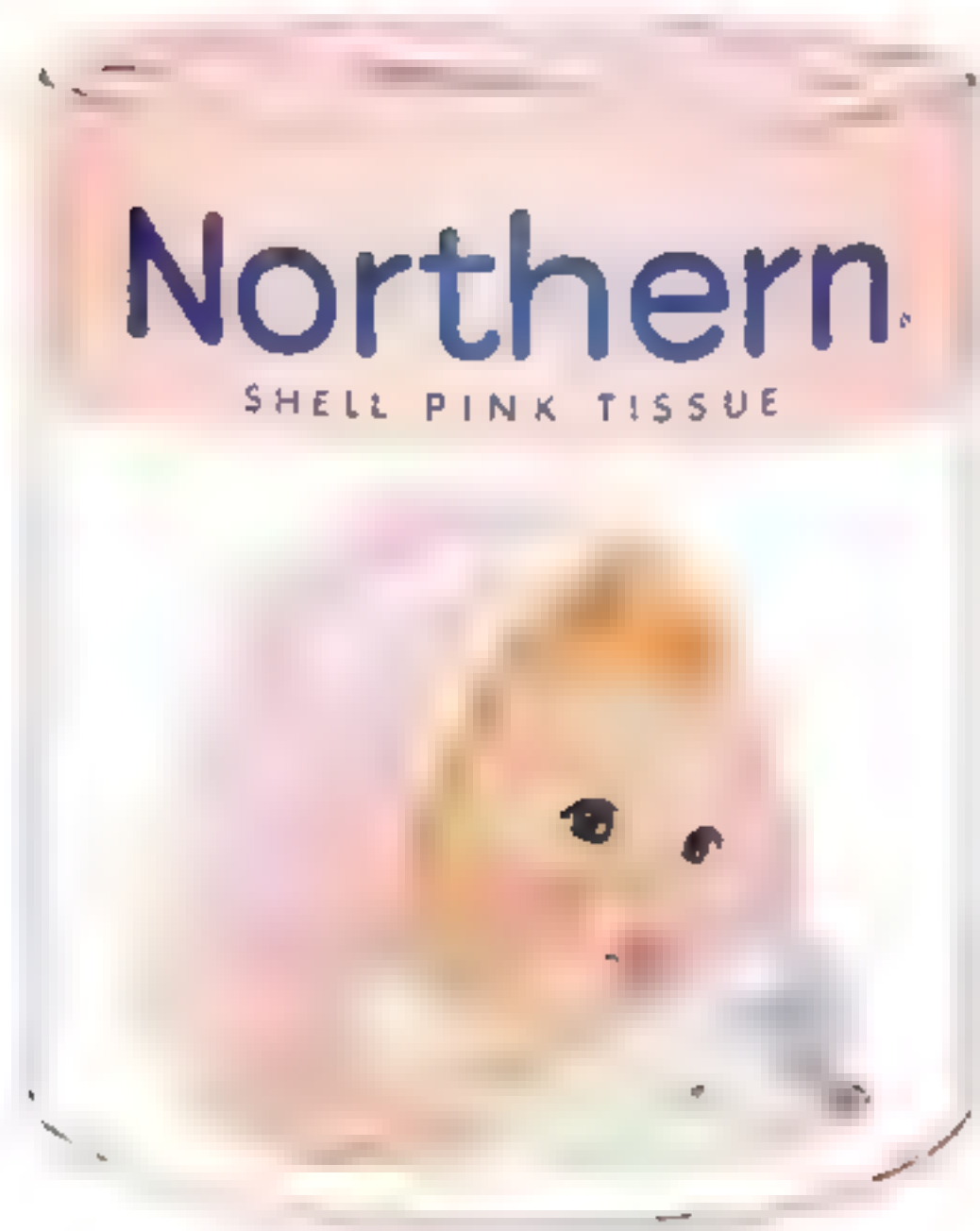
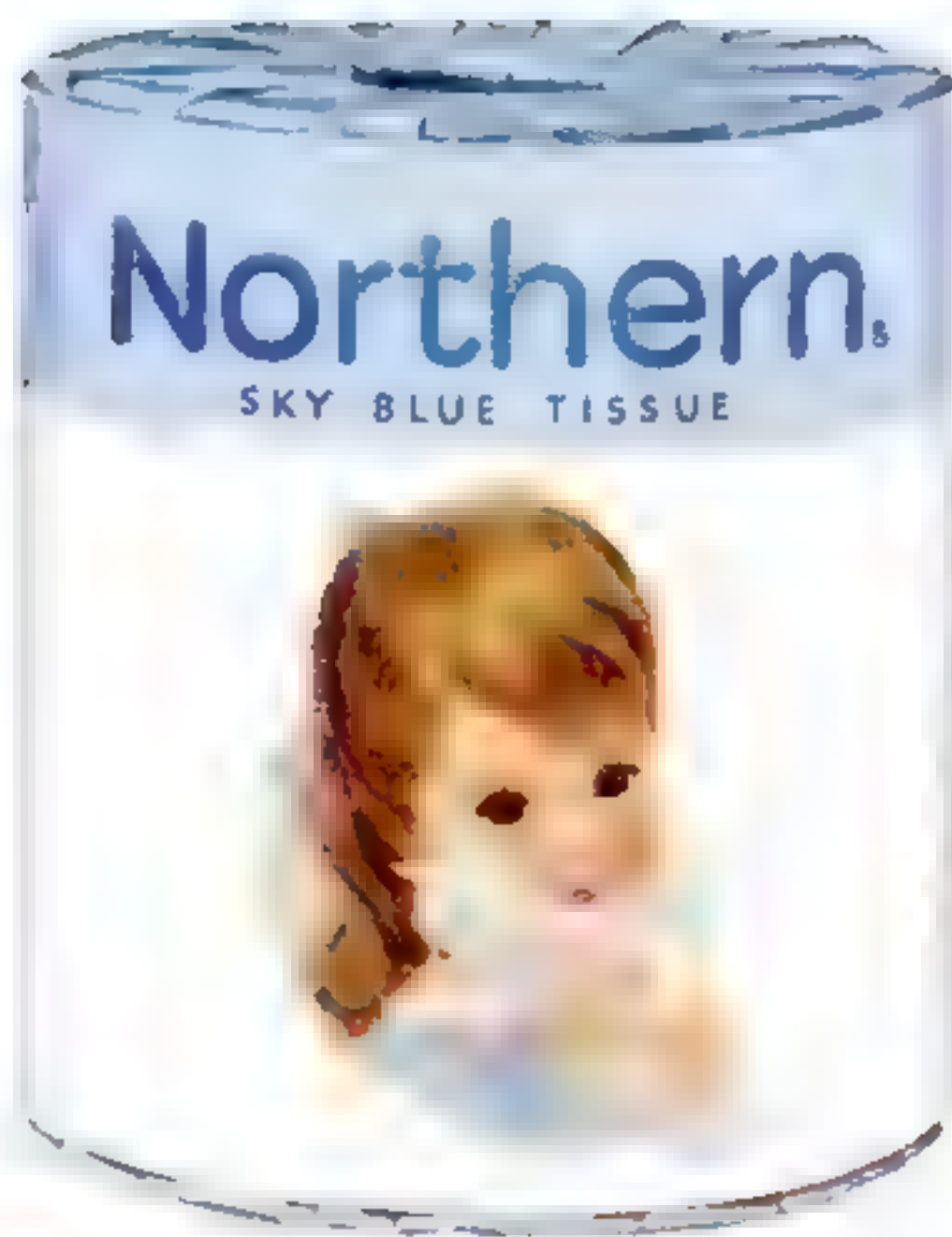
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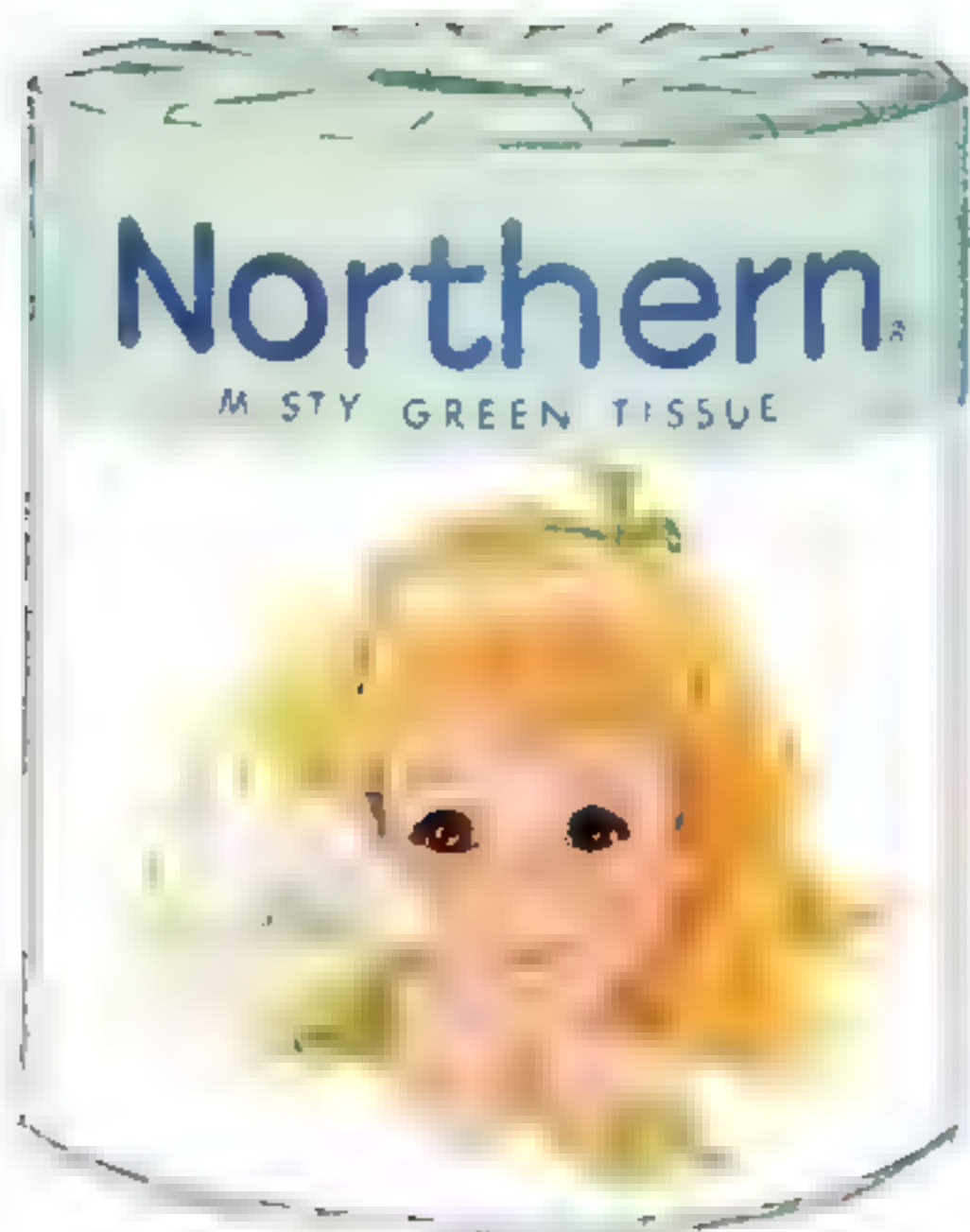


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Softness is Northern  
in a wonderful way?*



*Northern Tissue is  
made with fluff  
Nothing else  
is soft enough*



*Softness is Northern*

*Fresh NEW packages for each fresh, clean color!*

For lovely prints of five "Northern Girls" in 11x14" standard frame size, send 25¢ in coin to cover handling cost to Northern, Box 10, Green Bay, Wisconsin.

Another fine product of American Can Company





**YOUNG ANNE**—shown above at 11 as a *LIFE* cover (Aug. 18, 1958)—appears at right as an exuberant 8-year-old playing in an Amsterdam sandbox. She is second from left. Playmates (left to right) are Lies Goorens, Dolly Citroen, Hannah Toby, Barbara Ledermann and Susanne Ledermann. Anne and Susanne died in German concentration camps. But the other four are all alive.



## The Sequel to a Sandbox Snapshot

The snapshot above adds a fascinating footnote to the Anne Frank legend. *LIFE* Photographer Paul Schutzer found it when he was thumbing through a family album in the home of Maryland friends. "One familiar face caught my eye," he recalls, "and I realized it was Anne Frank."

His hostess, Mrs. Barbara Rodbell, who is in the snapshot, told him it had been taken by her mother in Amsterdam in 1937. She had heard from most of the other girls since the war and, with her help, Schutzer set out to track them down. One had died, like Anne, in a concentration camp—Barbara's own sister, Susanne. On a 21,000-mile journey, Schutzer found

the three others and recorded their lives 22 years after the snapshot.

Each of the women is now happily married and raising children. Meanwhile their childhood friend's fame continues to grow. Her *Diary* has now sold 3.5 million copies in 28 countries. This fall, her full writings have been issued, including short stories and sketches never published here. Mrs. Rodbell, living now in contented obscurity, feels that, for most of the girls in the snapshot at least, a remark from one of Anne's last entries has come true: "I think that it will all come out right, that this cruelty too will end and that peace and tranquillity will return again."



### Barbara, who did not want to see her friend on film

The girl who was second from right in the snapshot at top is Barbara Ledermann, now Mrs. Martin Rodbell of Silver Spring, Md. When she and her husband went (above) to the Anne Frank movie, she stood debating whether to go in. Finally she decided not to—"I've seen too much human suffering already," she said.

In Amsterdam, Barbara's parents and sister Susanne were taken by the Nazis and died at Auschwitz. But Barbara escaped and lived with the underground. She came to the U.S. in 1947, and met her husband, a biochemist, at a Johns Hopkins fraternity dance. They have three children, are expecting their fourth.





## SANDBOX SNAPSHOT CONTINUED



### Hannah, whose husband is a California law student

The girl fourth from left in the snapshot on page 111 was Hannah Toby, the baby of the group, and it was in her backyard that the picture was taken. The girls often came to play in her sandbox. "Mother says they liked to take care of me. I was like a toy for them to handle." Hannah's family came here in 1940. She is now married to Ronald Marsh, a law student at UCLA. Their son Daniel is 10 months old.

### Lies, whose husband is an editor in Jerusalem

Anne's closest friend in Amsterdam was Lies Goozens, at left in the snapshot, now the wife of Walter Pick, an editor of an encyclopedia. After the Frank family had gone into hiding, Lies was taken by the Nazis. She met Anne at Bergen-Belsen concentration camp in 1945, a few weeks before Anne died: "She was in rags. I saw her emaciated face in the darkness." Here Lies is shown with her children.

CONTINUED



# FLORSHEIM

PRESENTS

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the B and B shade you wear with everything!

Now! for the first time, a sensationally new shade of brown—so dark it's almost black—so rich you'll wear it proudly with everything you own—from the new lighter blues and grays to dark browns and charcoal shades! Florsheim calls it "Perfecto" and styles it for Fall in a complete line of completely new patterns for every occasion! It's Florsheim B and B—brown and black, a new concept in shoe color.

Florsheim Shoes start at \$19.95

Left: The LUCERNE, 31651;  
hand-stitched front in Cashmere calf

Right: The LUCERNE, 31014;  
hand-stitched front slip-on in Cashmere calf

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TIRE POWER  
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The viscose tire cord...as advanced as the New-size Ford itself...proven on Experience Run, U.S.A., an unprecedented 171,000-mile course over every inch of numbered U.S. Federal highway! The New-size Ford, the 1960 Falcon, proved its new tire power with tires made with TYREX viscose cord—the strongest, longest wearing tires new cars ever had; cooler running, smoother riding, quieter, too! Since it's just like Ford to want the best—naturally—it's tires made with TYREX for *all* the 1960 Fords...as well as the Ford Thunderbird, Mercury, Edsel and Lincoln, too.



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### Dolly, friend from France who found a fruitful life in Israel

The girl who was third from left in the snapshot, Dolly Citron, poses with her family in Jerusalem near an armored car abandoned in the Arab-Israeli war. Raised in Germany and France, she later visited Amsterdam in the summer, 1946, and joined the circle of friends which included Anne. During the war her

family fled from France to Switzerland and later emigrated to Israel. There Dolly settled on a *kibbutz*, an agricultural community. She is now married to Shmuel Shoshon, a teacher who is presently studying for his national degree. Three of their four children are shown above: twins Iddi and Miri, 9, and Gad, 2.



It's a carefree life in easy care **BAN-LON®** knits

because these family favorites keep their smart good looks, shape and softness wearing after wearing.

Tested for quality, you can count on them for wash-and-wear ease. They never need blocking, and firmly resist pilling. Yes, you can relax and enjoy a carefree life—when you and your whole family wear "Ban-Lon" sweaters or sport-shirts. You find them in a wide range of colors and styles. Buy them at your favorite store.



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"Everglaze" Marketing Division, Wilmington, Delaware, supervises the international merchandising of the "Ban-Lon" and "Everglaze" trademarked products of Joseph Bancroft & Sons Co.





Available in pound and half-pound gift boxes.

**T**hick, mellow milk chocolate lavished on plump **Planters** almonds, cashews, brazils, filberts ...no wonder they taste so-o-o good!



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*Now in a new bottle of distinction...*

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*Lord Calvert, noble  
symbol of more than  
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fine distilling.*



**From a fabulous library of 600 whiskies,  
master distillers have found the perfect combination...  
29 rare whiskies and choicest spirits,  
the noblest taste achievement in 25 years.**

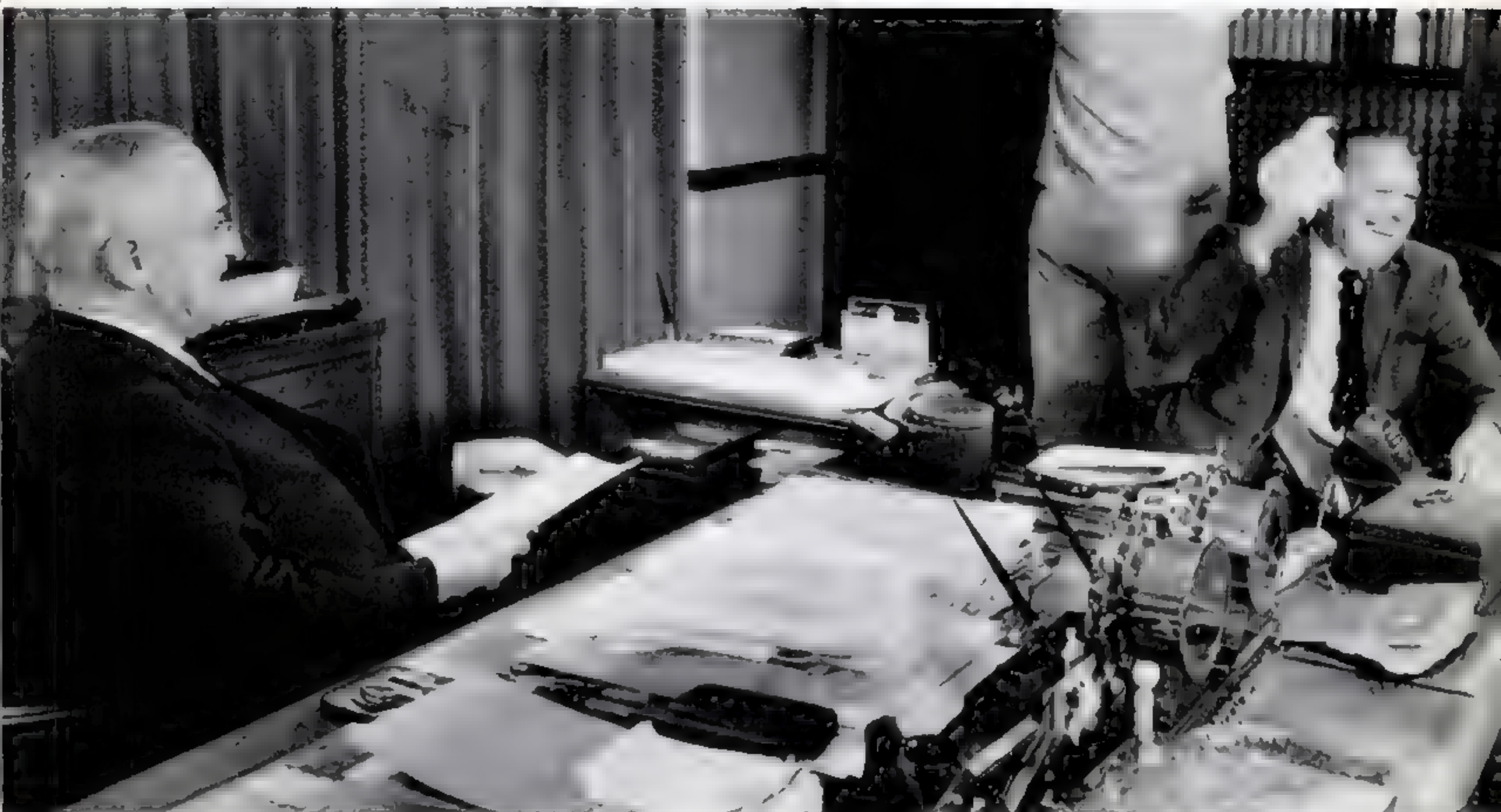
## LORD CALVERT



**Now More Than Ever  
The Whiskey of Distinction**

86 PROOF, 35% STRAIGHT WHISKIES 6 YEARS OR MORE OLD, 65% GRAIN NEUTRAL SPIRITS, CALVERT DISTILLERS CO., N.Y.C.





**OLD PROS' EXCHANGE** started in rehearsal when Jack Benny told Harry Truman that he was the first guest star working for scale wages (\$155 a day) on his

show that the director couldn't yell at. But Truman said to Jack, "Yell at me just as you would at any other actor," and Jack collapsed in laughter at the idea.



## TRUMAN BREAKS UP BENNY

CONTINUED ON NEXT PAGE

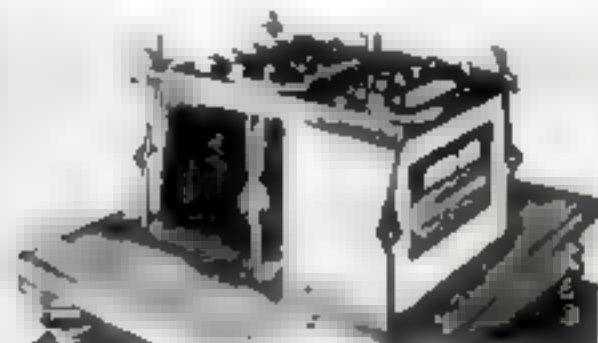




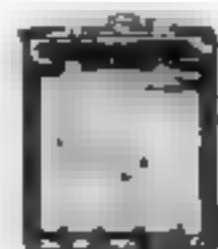
## Now! For the man who can't afford battery failure!

Auto-Lite sta-ful with Power Bond is the battery for the man who *must* be there, who can't afford to trifle with time, who just can't afford battery failure. Power Bond, an exclusive Auto-Lite development, eliminates plate-destroying vibration, a major cause of battery failure.

Auto-Lite sta-ful with Power Bond needs water only 3 times a year in normal car use because it has the sta-ful extra liquid reserve above the plates. Power Bond is so good that it is registered in your name at the factory. It is the leader of a top-quality, top-value family of Auto-Lite Batteries made for both the new 12- and the older 6-volt automotive electrical systems.



**Toughest Test** ever made on batteries! Both Auto-Lite sta-ful with Power Bond and batteries of ordinary construction were clamped to this vibrating machine and tested for power loss at specific time intervals. See the amazing results...



ORDINARY BATTERY



POWER BOND

Ordinary battery plates (left) have failed after only 55 hours of vibration testing. But the amazing Power Bond (right) shows no damage after 1000 hours in the same test! Plates are still delivering full star power!

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**POWER BOND®**



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TRUMAN-BENNY CONTINUED

## Distinguished Guest Repays a Debt

"We're trying to keep this show pretty dignified," the old professional explained, "and I'll kill myself if it isn't."

"Jack," the new man in the act confided, "I've got an undertaker friend locally who does pretty good work."

With that comeback the 33rd President of the United States and the nation's most durable comedian picked up their TV scripts and got on with a skit that will mark Harry S. Truman's guest star debut as a player on the Jack Benny Show (CBS-TV, Oct. 18, 10 p.m. E.D.T.).

Like most of the guests on television, Truman was repaying a favor his host had done. Last year Benny helped out the former President's home-town orchestra, the Kansas City Philharmonic, by fiddling free at a high-priced benefit concert. To reciprocate, Truman agreed to be Benny's straight man on the comedian's TV show and last month a battery of cameras and technicians moved into the ex-President's office at the Truman Library in Independence, Mo. There, as the skit, recorded on tape, began, the thriftiest of comics fondled the official seal of the presidency which rests on Truman's desk. "Gee, solid gold," Benny muttered, setting up a gag whose end will seem familiar but still funny to the millions viewing the Truman-Benny act.



REASSURING HIS PARTNER their show is going splendidly, Benny says before the TV taping session, "It's going to be so right it'll be nauseating."

CONTINUED





## *How long would my insurance take care of them?*

Food, housing, clothing, health, education—just everyday living—all call for a steady income today. For protection, the average insured American family has \$11,000 worth of Life insurance. Say that out loud and it sounds like a small fortune. And it is.

But it is, also, for the average American family, actually less than two years' income.

How long, exactly, would your insurance take care of your wife and family?

You might be pleasantly surprised to learn how much protection you *can* have, and afford, when a *tailor-made* plan is charted for you (and the chart left with you) by a man who is trained to help serious-minded families determine their exact financial security problems and how best to go about meeting them.

Your Metropolitan Man has that kind of training. He will take into account not only your Life insurance but also your Social Security, savings and other

assets. He knows that your family is not "average," but special . . . with particular protection needs. So, his answers to your questions will make sense for *you*. Call your Metropolitan Man today.

**Metropolitan Life**  
**INSURANCE COMPANY**

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THE LIGHT  
THAT  
NEVER FAILS





Of the 3 largest-selling brands of replacement TV picture tubes...

# Only RCA Guarantees you an All-New Tube



Let's face it—when you have to replace your TV picture tube, it means a sizeable investment. Doesn't it make sense, then, to be sure that the tube you get is *all-new*? That's why you should bear this in mind: Of the 3 largest-selling brands of replacement TV picture tubes, only 1...RCA...offers you a line of completely all-new tubes... RCA Silverama!

## With RCA Silverama, you know what you're getting!

RCA guarantees that each and every Silverama picture tube is all-new, totally new...new glass, new phosphor, new gun, new everything...and gives you the added assurance of a full-year warranty.

If your TV picture tube needs replacing, guarantee yourself the clearest, sharpest picture possible—insist on an RCA Silverama. There's one to fit virtually every make and model TV set. Ask your TV technician for complete information and prices.



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## TRUMAN-BENNY CONTINUED



AN ACCOMMODATING GUEST takes time between scenes to greet visitors to library who were surprised to encounter Truman there as an actor.



ACCOMPANYING HIS HOST, Truman takes a turn at the grand piano as Benny puts a borrowed violin under his chin and plays a short number.



WORN-OUT BENNY stretches out after finishing scene. Before he dozed off, he said, "This is the biggest thing that's happened to me in show business."



# NEW "PACK" JUST IN!



You need Orange Juice  
every day—because  
your body can't store  
Vitamin C

## Fresh-Frozen Orange Juice from Florida

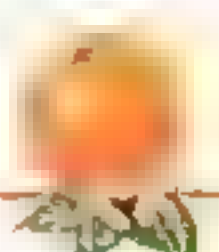


Easy to prepare — economical to serve!  
One little can makes four big glassfuls.

### Nature's Powerhouse of Vitamin C

Fresh-Frozen orange juice is pure orange juice condensed with all its valuable *natural* Vitamin C—and with its other health benefits. And frozen Florida orange juice is so deliciously sweet, so satisfying—just perfect as a quick refresher and a quick energy pickup, too. Keep several cans handy—mix a big pitcherful *often*.

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### GET THE REAL THING!

No synthetic substitute  
gives you *natural* Vitamin C  
and the other  
health benefits of pure orange juice.





How many ways can  
he hurt himself today?

A boy's back yard can be wilder than the west ever was. You *tell* him to be careful, but even a stray twig can trip him up. Damage: one skinned knee.

So you're *prepared* to treat minor mishaps right away. For you know infection can turn even a tiny hurt into a dangerous one. Of course, if the injury is

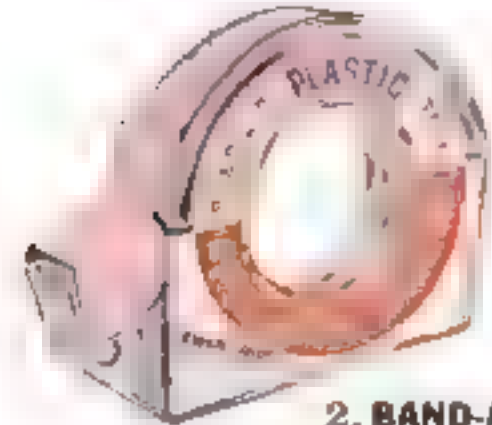




## A year's First Aid ...about \$2.



**1. First Aid Cream.** Multi-purpose healing cream for cuts, burns, scratches. Doesn't sting. Helps heal faster. **59¢**



**2. BAND-AID® Plastic Tape** ... New flesh color adhesive tape. Sticks better. New easy-to-use dispenser. **39¢**



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serious, you immediately call your doctor. But *like* your doctor, you want to be prepared with the most modern First Aid needs for the minor cuts and scrapes.

Get set now—during Emergencies Don't Wait Week, October 9 to 17. Bring your medicine chest up to date with these sterile products by Johnson & Johnson.

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incredibly feminine! The stirring new fragrance that breathes romance into the air, daytime and evening, Dorothy Gray creates this essence of excitement in a beautiful new series

Perfume— $\frac{3}{4}$  oz. \$5

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Concentrate—1 $\frac{1}{2}$  oz. \$2. 3 oz. \$3

Dusting Powder—4 $\frac{1}{2}$  oz. \$2.50

Available, too, in flattering new gift sets, from \$3, to \$4.50.

## Dorothy Gray



## THE AUTHOR . . .



CASEY STENGEL STUDIES FIELD FROM PRESS BOX

## OL' CASE FIGURES THE SERIES

The usual image of Casey Stengel at Series time is that of the irrepressible troop leader grimacing on the dugout steps. This year the Yankee manager cut a new figure, as a reporter for LIFE in the press box where, he says, he saw things he would have missed from the field. His story:

by CASEY STENGEL

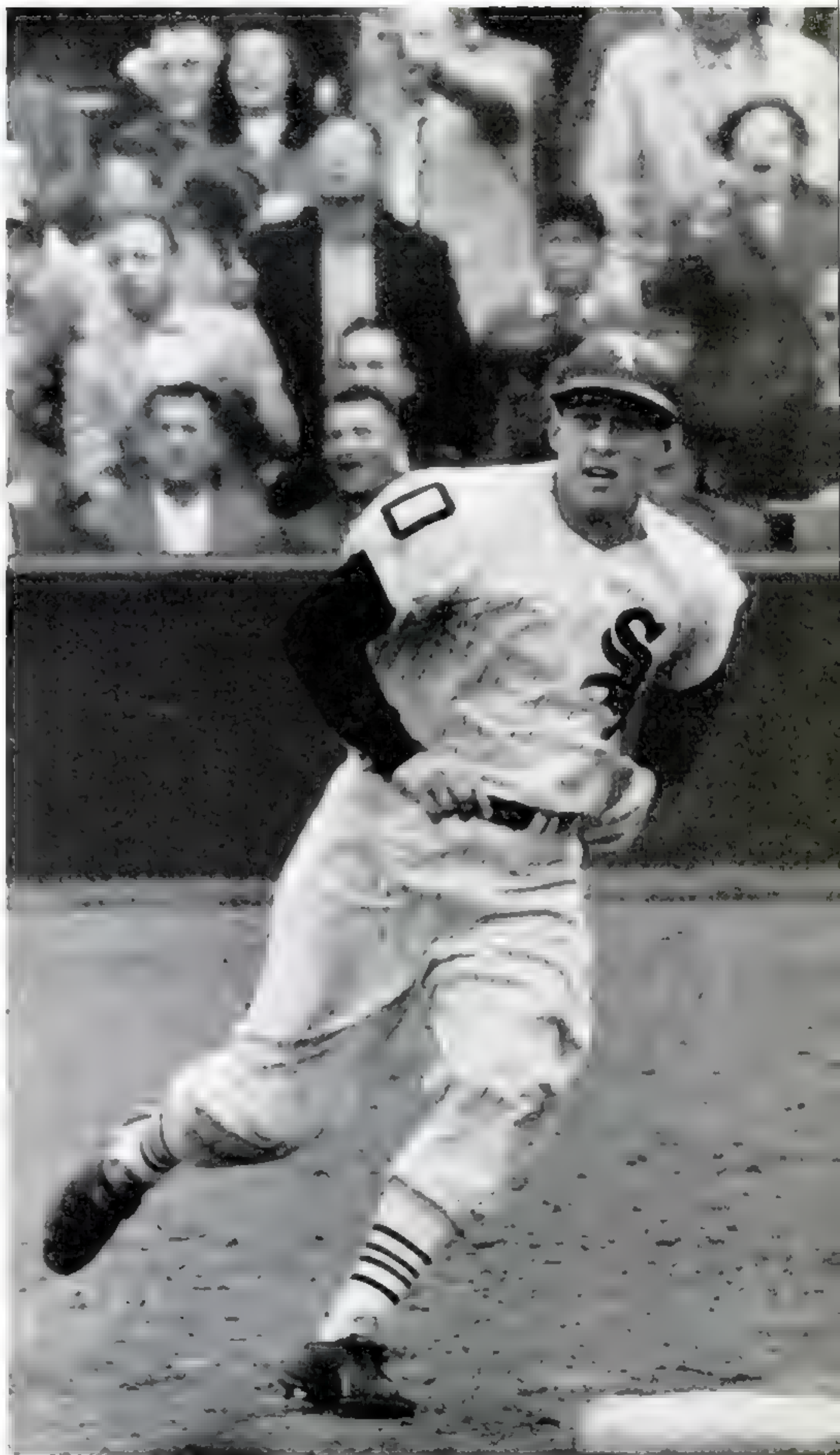
**B**ETWEEN you and me this Series started out whacky from the beginning. The Chicago White Sox, who are known as the hitless wonders, they get going with so many runs that you couldn't be sure of anything in 100 years of baseball. If you'd tell people around the world that they get 11 runs in one day, they wouldn't believe it unless they see it, because sometimes Chicago doesn't get that many runs in two weeks.

Then there's the Los Angeles club. They're pros, or they wouldn't be out there after coming from seventh place last year and beating Milwaukee in the play-offs. But their infield is shaky and it looks like they're trying to give the game away. All they can do is steal bases, which is what Chicago is supposed to be doing.

It went on like this to the eighth inning of the second day when, oops, a fellow out in left field makes a big play that turns everything around. I can see this play pretty well because I'm sitting up in the press section instead of down in the dugout, and this has certain advantages in Comiskey Park. For one thing you don't get beer cans thrown at you, and you can tell whether outfielders are going to get to hard-hit line drives quicker than being down on the field.

At that time Chicago is behind 4-2 but they get a rally going with the help of the Los

## AND WHAT HE THINKS WAS KEY PLAY



**CRITICAL MOMENT.** in Stengel's opinion, occurred in second game when Lollar slowed up at

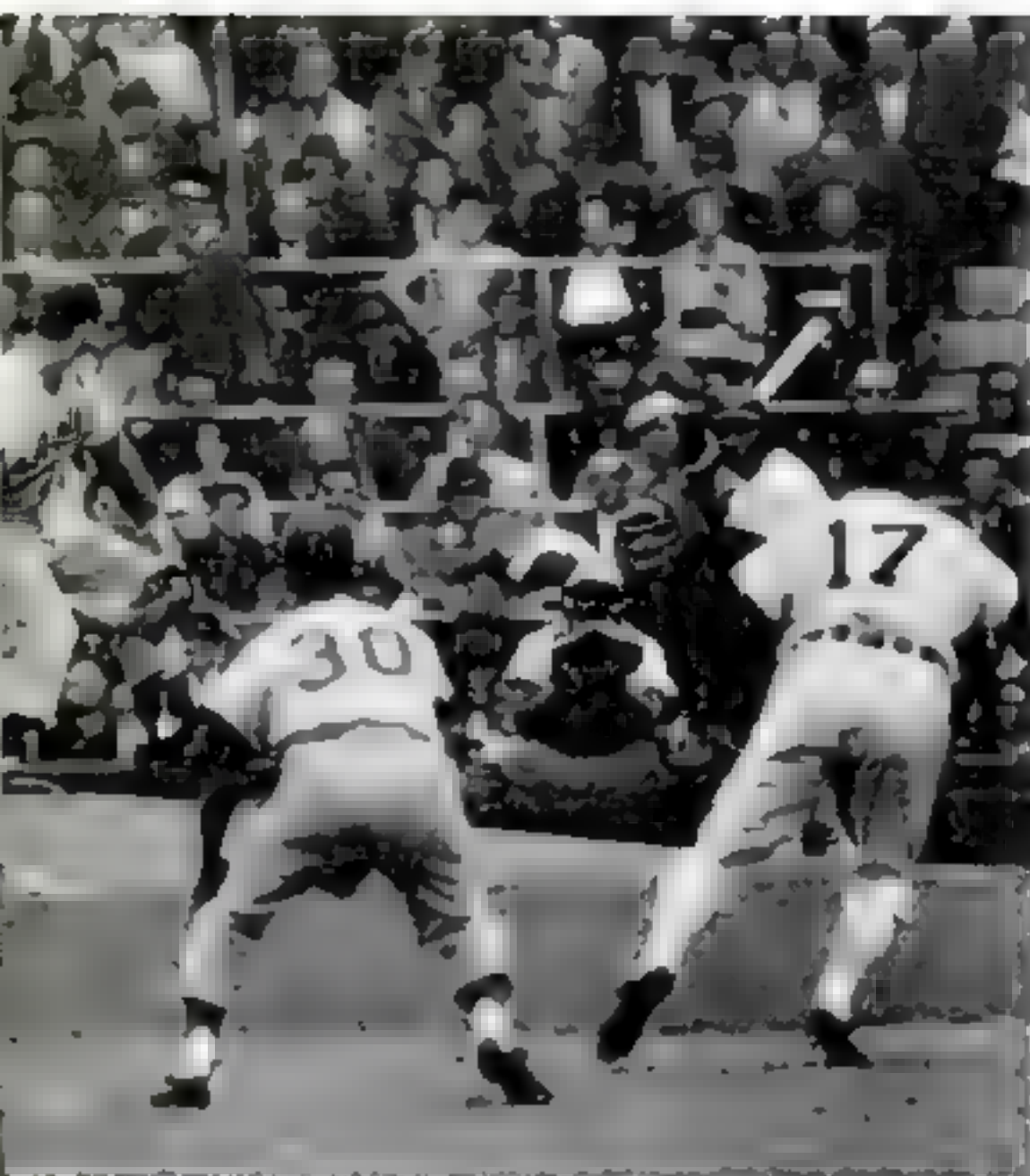
second. Bluffed into thinking teammate's hit would be caught, he watched instead of running harder.

CONTINUED ON PAGE 128



SERIES CONTINUED

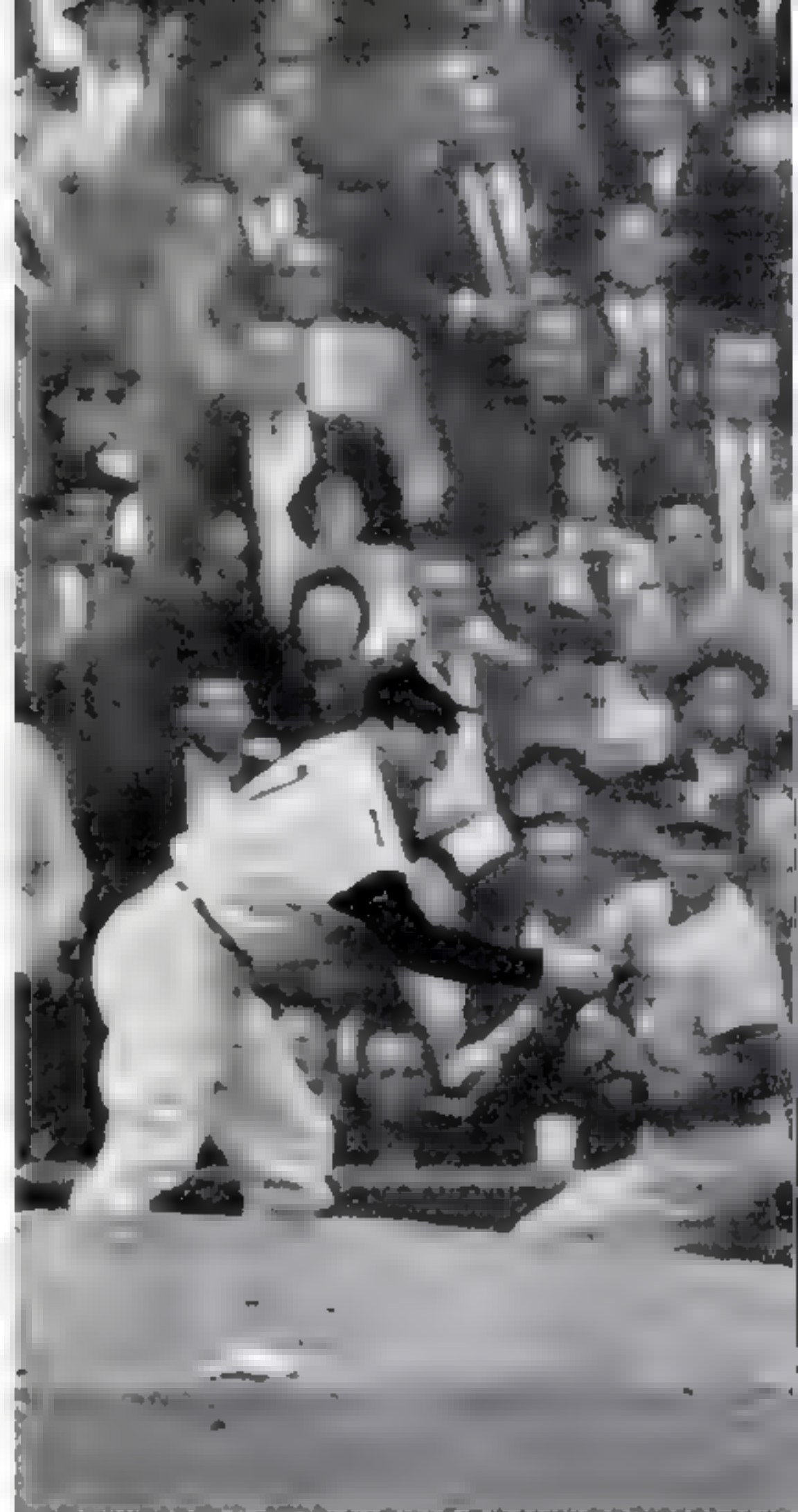
# THE GREAT BLUFF PAYS OFF IN OUT



**THE KEY PLAY:** With a man on first and second, Dodger Pitcher Larry Sherry (left) gets set to throw to Al Smith. Smith whacked pitch deep to left field. Even though Wally Moon did not have a chance to



catch ball, he pretended he did, causing Lollar to hesitate rounding second. Then Moon played ball expertly off left field wall (above). His throw, relayed to catcher, caught Lollar by a good 10 feet (right).



*On Every Happy Occasion . . .*

## Your Telegram Says It Best!

For congratulations . . . weddings . . . birthdays . . . the greeting they'll keep is the one you telegraph. Convenient—call Western Union and charge it!

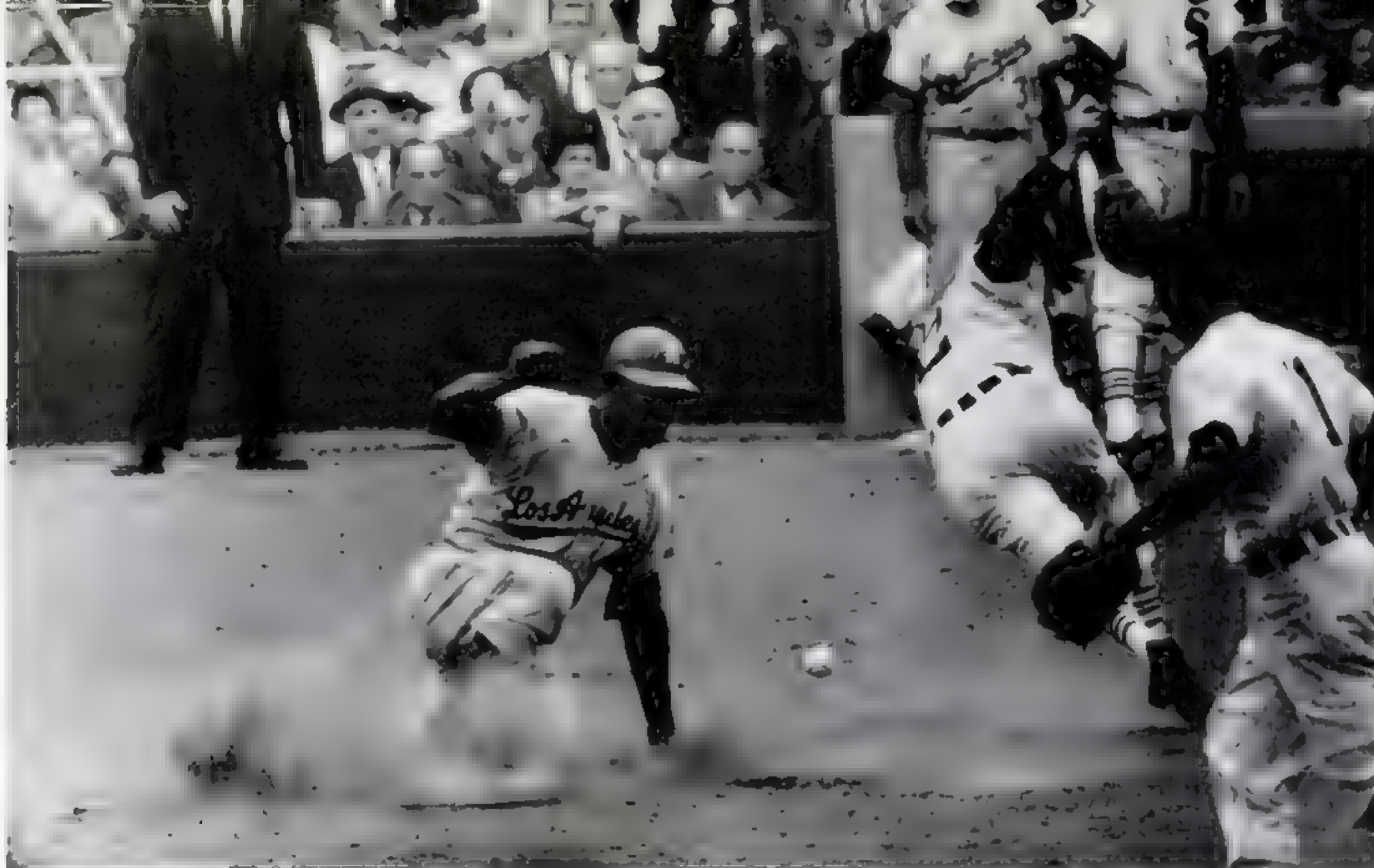


**P.S.** Wire cash—anywhere, in *minutes*, with a **Telegraphic Money Order**









**GOOD STEAL** is made by Dodgers' Jim Gilliam, who plows into second as Sox's Fox cannot hold his catcher's throw. Like everyone else Stengel thought speedy

Chicago would steal the pants off the Dodgers. Instead the Dodgers began by turning tables, stealing three bases to the Sox's none during the first two games.

## SERIES CONTINUED

Angeles infield. Big Kluszewski, who must be taking dancing lessons, bloop a single over the second baseman and Lollar, the next man up, hits into a double play only the Los Angeles infield is unable to make the play and both runners are safe.

Now the tying runs are at first and second and the Chicago manager, who is very skilled, has a decision. Both men are slow. Should he take them out for pinch runners? He decides to send in a runner for Kluszewski at second base, but he leaves Lollar, the other slow man, at first. "I may want him to hit later," he says.

So then Al Smith gets up there and tries to bunt and fails and now he's got to hit and this is very fortunate for him because he hits a very sharp ball to left center between Moon and Demeter.

Moon is closest to the ball, but I see he has no more chance of catching it than I do sitting up in the stands. But he pulls the greatest bluff anybody has seen in years. Up goes the glove like he has the ball in his pocket. It fooled the Chicago base runners and you don't fool them often. It could be the greatest play of the 1959 World Series.

It confused and frightened the runner at second base who says, "I

will wait to see that the man don't make a sensational catch." He knew he could score anyhow. But this makes Lollar, the runner on first, hesitate before rounding second. When the ball goes past Moon and rolls to the wall, the man on second scores, and Lollar rounds third and he gets the wave to keep on going for home plate. If he scores, the game is all tied up and there are no outs, and the winning run is at second base.

Now they have a very shrewd man coaching at third in Cuccinello. He used to play for me in Brooklyn and in Boston when I was managing those clubs. He couldn't hit so good and he manipulated what you would call rather stagnant legs. Whereas he couldn't run fast he became a ball player that had to use his shoulders and what was above his shoulders. As third-base coach Cuccinello does not stand on the white coaching line, but halfway between third and home so that he can give the runner the last information—go or stop—possibly half a second later.

Well, you might say Cuccinello made an error sending the runner in with all this latest information, because he was thrown out by 10 feet. But it took a great throw, and that's where we get back to Mr. Wally Moon. Having slowed the runners down with a bluff, he got the ball to the catcher in time to finish up the job.

What made this play so outstanding was the fact that Los Angeles had lost the first game and could have lost the second. Then they would have been two games behind, just like I was in the Series last year with the New York Yankees. It's not a very good feeling. It makes the manager think, "What can I do to get my men out of this slump?" So he gets them up early in the morning, and then he changes his rules and makes them to go to bed early. Then he has a better idea—go and work out. So you go and work out. Last year when we were so far behind, we held our meetings in the bus so as not to delay things.

Being an American League manager I am naturally partial to the American League club. Besides that the White Sox manager, Al Lopez, is a depositor in my bank in Glendale, Calif. and if he wins the Series he will have more money to put in my bank than if he lost. He is skilled as a defensive manager and he puts on a running and bunting attack like they used to in the days of the dead ball. They take everything and give nothing. Stingy as hell. They harassed me all through the season and they started right in harassing Los Angeles in the first game.

When I get on first base and you're the pitcher, and everybody's yelling "Go! Go! Go!" like in Chicago, you forget that the man who is going to do the damage is the man up at the plate with the big bat. He is the man we put the pitcher out there to fool. But when the base runner annoys you, you're trying to catch him and you think about him instead of the hitter. You forget about the weakness of the hitter.

That's why so many balls went safe the first day when the Los Angeles pitchers looked bad, and the infielders developed five thumbs, and the outfielders were bumping into each other.

This shocks a manager, and the Los Angeles manager was shocked.



**GOOD STAB** for a hard-hit ball is made by Sox First Baseman Ted Kluszewski. To Stengel big, lumbering Klu was "a ballet dancer out there with his glove"



# DUAL FILTER DOES IT!

Filters as no single filter can  
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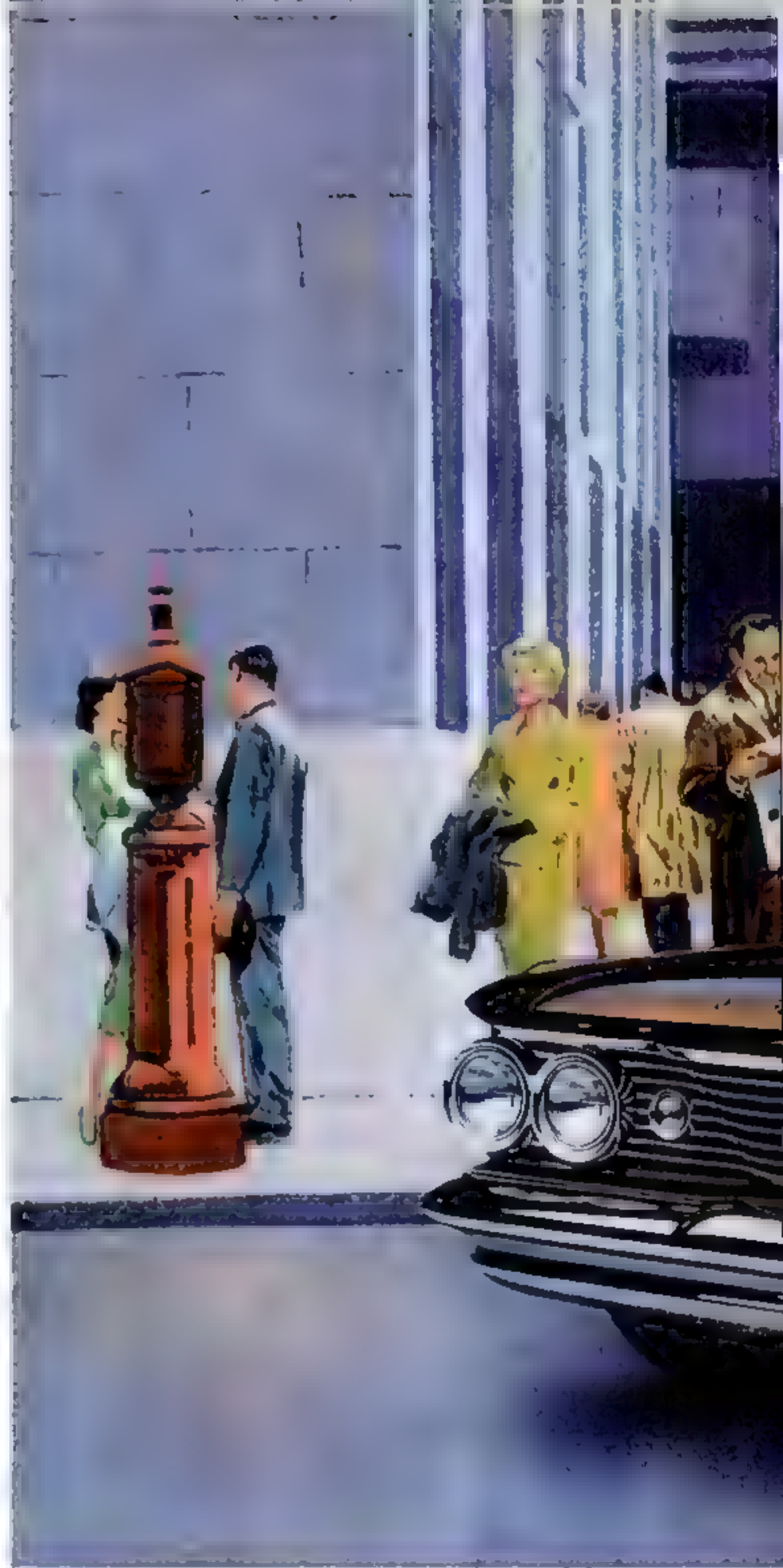


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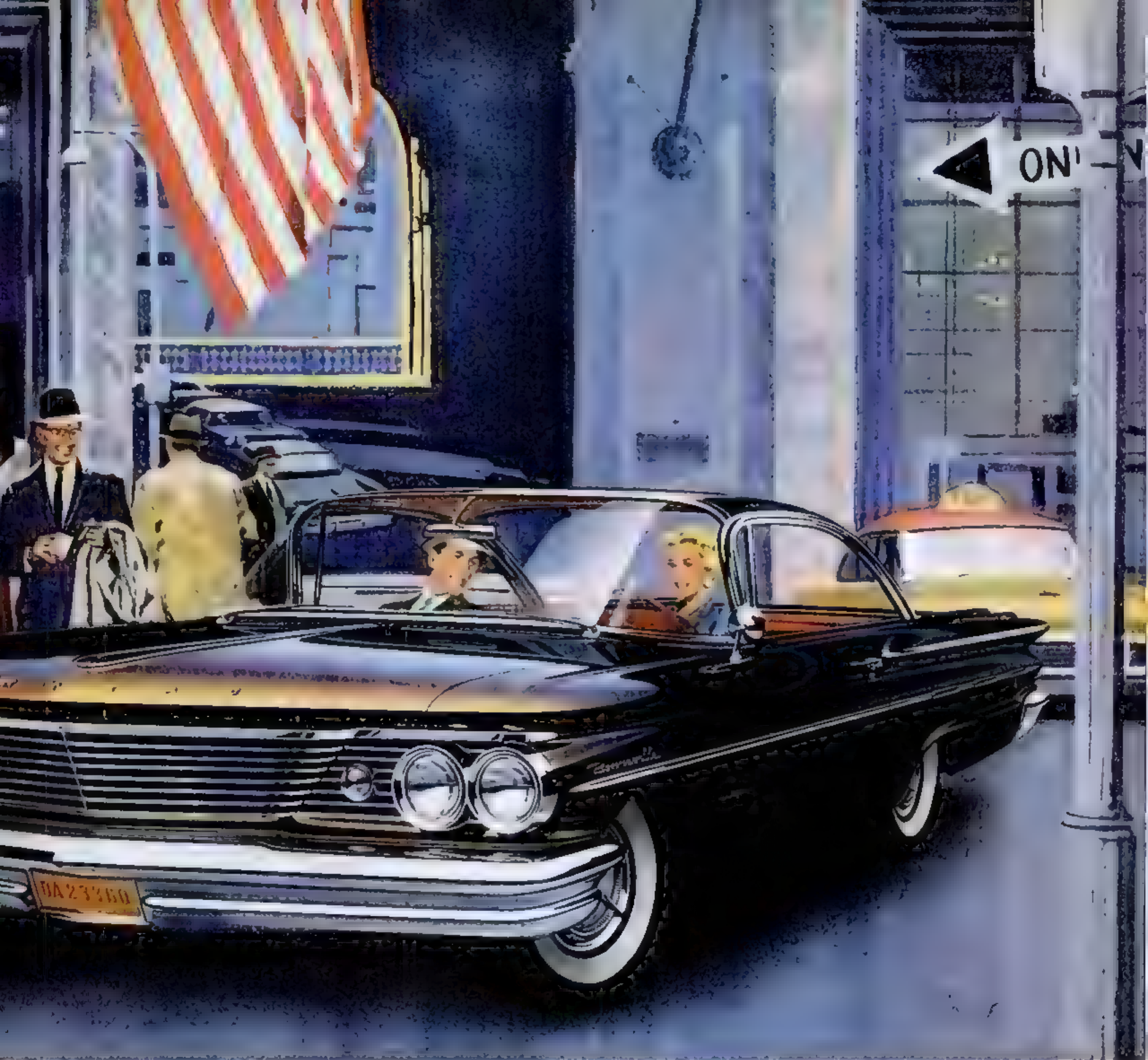
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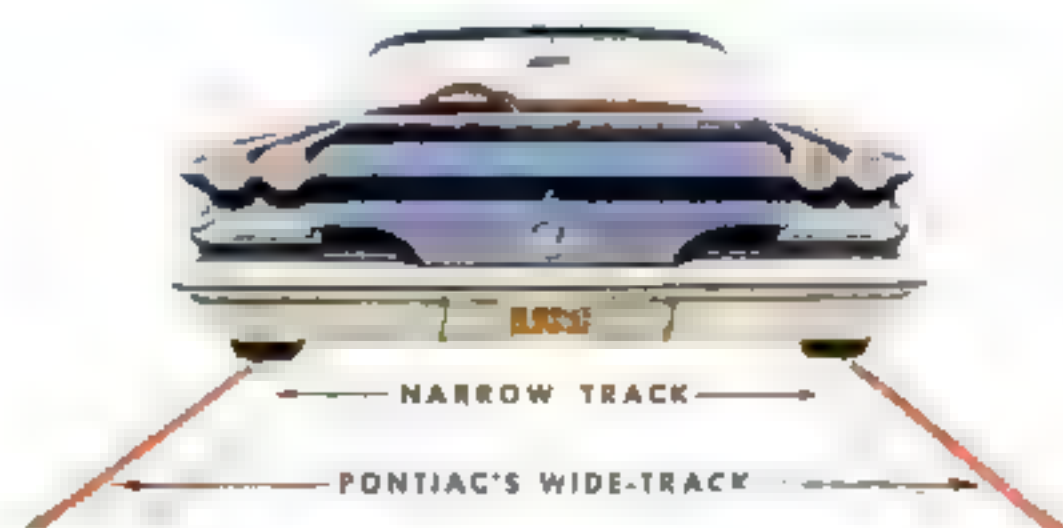
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**INTERVIEWING ALSTON** before first game. Reporter Stengel draws a laugh from Dodger manager. Stengel also spoke to Lopez, studied batting practice.

## SERIES CONTINUED

But I thought Alston took it pretty good. You get behind by 11 runs and you have two things to do. You get good and mad at somebody and then go out and argue with the umpire. Then pretty soon somebody says, "You're out of the game." Or you can think of your own line of business and give some of your pitchers some work on the rubber which is better than the back yard. And this is what Alston did.

The Los Angeles runners, who go pretty fast too, stole plenty of bases before the White Sox stole one and nobody expects that. But they were stealing on a catcher with a bad hand. I ask the White Sox how is their catcher and they give me the wink, but Los Angeles must of known something because they can't wait to get on base to start stealing. They bothered Chicago pitchers on account of they didn't use a left-hander with a good move to first.

But they didn't irritate Chicago's main pitcher, name of Early Wynn. He's an awful old man to be pulling that stuff on—jumping around on first and bluffing steals. Wynn's got his mind on the hitter. He's got a mean stare. I had him in several All-Star games and nothing fazes him. He's a card shark who dares you to take a certain pitch and he throws it on a dime when he's right—low at the knees, low on the outside, high around the shoulder and high outside. He's a great asset to start a Series because of his meanness. They all know his name and he is throwing for the corners.

All season there have been only two ways to beat Chicago. One was to keep them off the bases where they would run you blind unless you got a left-hander like Podres with a good move to first. The other way was to hit the ball up in the stands where it is difficult to field, which Los Angeles began doing in the second game.

They got a second baseman named Neal who looks too thin to hit with power. He is fast and shifty around the bag, the last one you'd expect to go knocking them out of the park. But he did it twice in one game along with stealing bases and you've got to say that he's a valuable man to have around.

Los Angeles came into the Series figuring to win with hitting which they have more of than Chicago, or they could do it with pitching. They brought out a young fellow named Sherry that I never seen before who has great ability out there. He rears back and throws bullets just like Duren did for me in the Series last year. If they got a lead they could signal the bullpen and say, "Hey boy! Come in here and throw a few."

The one place where Chicago counted on being stronger was in the infield. And, of course if you give them any kind of an opportunity at all, they'll be all over you, in your hair, snapping at your heels and annoying you in a number of ways. They force the other team to beat themselves just like they did us and the other American League clubs all season.

CONTINUED

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☐ *Heat rash*

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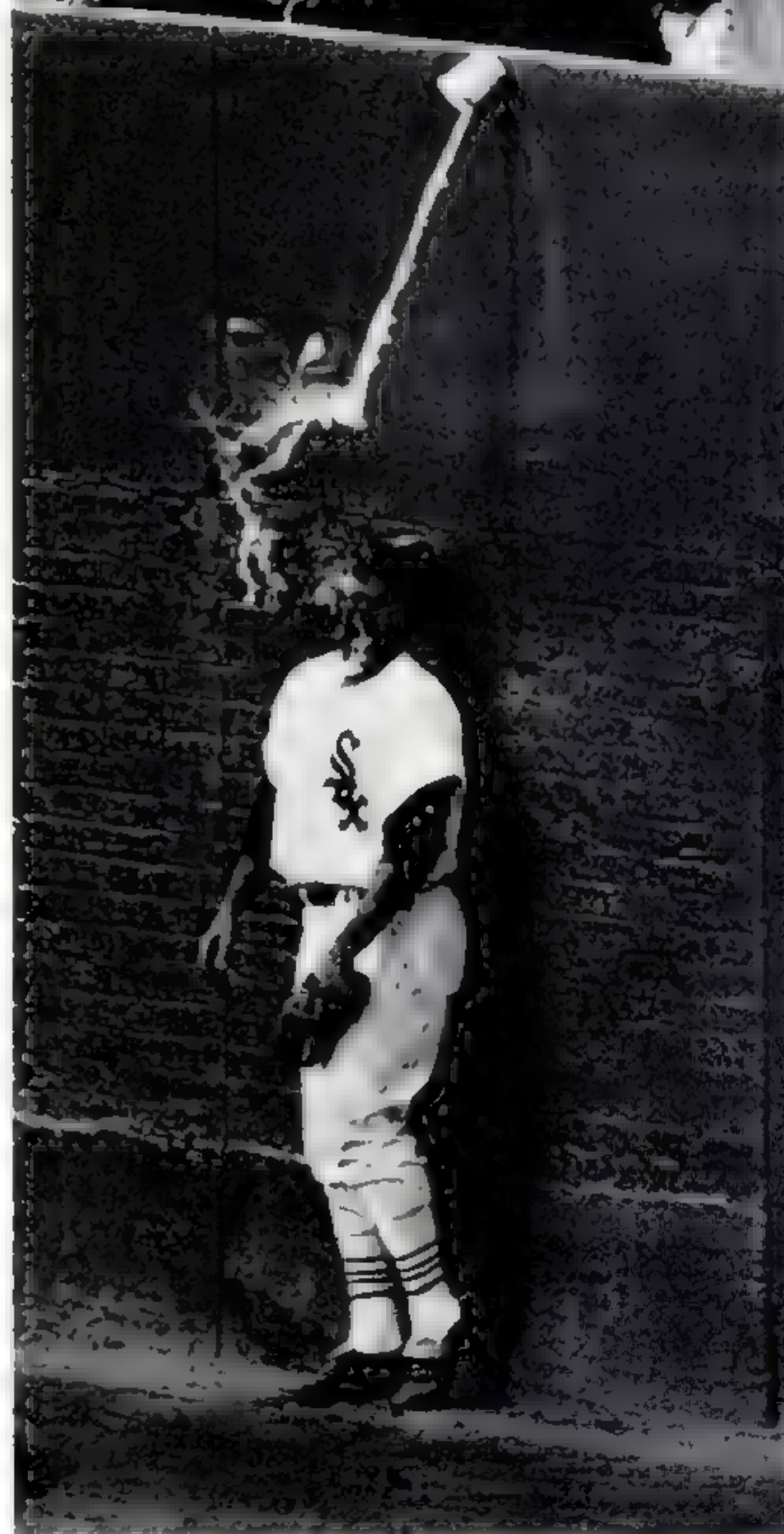
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SERIES CONTINUED



**FREE BEER** was accidentally poured on Sox Fielder Al Smith by fan scrambling for home run ball. It was only bit of comic relief in tense second game.



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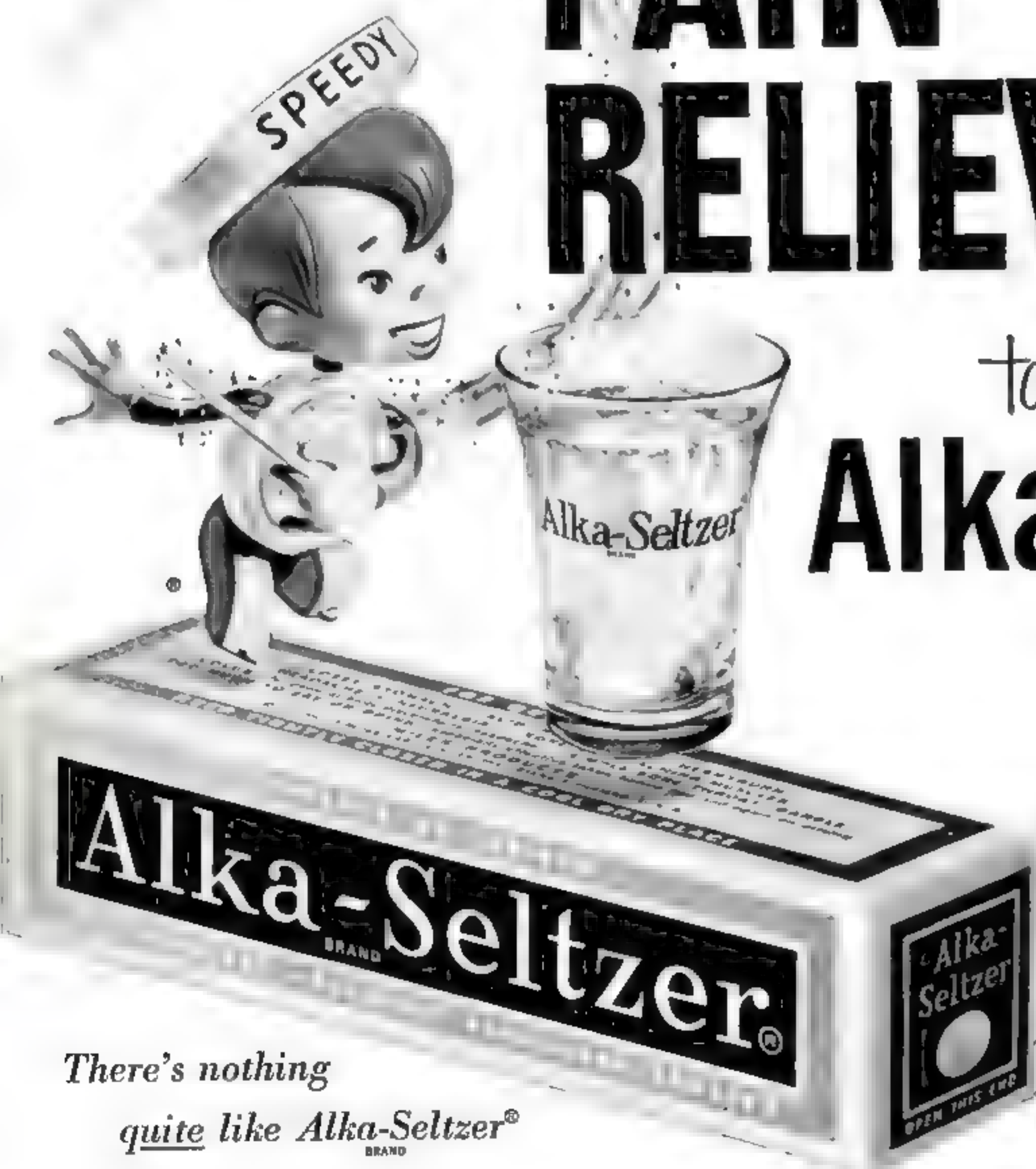
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# New Focus on Familiar Faces

**T**he names of the people on these eight pages are familiar, but in most cases the faces aren't. The discerning and inventive talent that produced these unusual but revealing portraits belongs to Richard Avedon, who at 36 has risen to the top ranks of his profession and, along the way, become a favorite portraitist of the famous. In a new book, *Observations* (Simon and Schuster, \$15), Avedon has gathered pictures he has taken over the past 10 years to make a stunning gallery of great figures of this generation. "They are all pictures of me," says Avedon, trying to explain himself. "I don't walk through the streets looking like Lahr or Chaplin or Marian Anderson but I go along feeling like them." For the book, Truman Capote, novelist and playwright, has written text to accompany the photographs. Some of his pungent comments, and some of Avedon's, are printed here.

**Photographed by RICHARD AVEDON**



**Bert Lahr**

**B**eneath every great comedian is this photograph," says Avedon. "People laugh at it because they can't cope with its sadness." To Capote, Lahr is a "garrulous foghorn."





## Marian Anderson

**A**s she sings Ulrica in *Un Ballo in Maschera*, Miss Anderson becomes to Avedon "the loveliest of human beings." Avedon had planned to do a photographic satire on grand opera, but

he soon found he could not satirize Anderson. "She is more beautiful than the great beauties," he says. "Hers is the beauty of the spirit, while theirs is the beauty of the bone."







**AVEDON**

CONTINUED

**Signora  
Gianni  
Agnelli**

**Vicomtesse  
Jacqueline  
de Ribes**

**A** gathering of swans" is how Capote describes Avedon's gallery of great beauties, three of whom are shown here. Authentic swans, says Capote, have never suffered any deprivations. "God gave them good bones; some lesser personage, a father, a husband, blessed them with that best of beauty emollients, a splendid bank account." Being a great beauty, continues Capote, "requires the patience of a hippopotamus—the objectivity of a physician combined with the involvement of an artist." But he warns, "If one can remark on her face or in her attitude an awareness of the impression she makes, it is as though, attending a banquet, one had the misfortune to glimpse the kitchen." In the presence of great beauties Capote believes that "terror contributes to our over-all reaction, and it is as much fright as appreciation which causes the stabbed-by-an-icicle chill that for a moment murders us when a swan swims into view."

In each beauty he photographed Avedon sees a special grace. Signora Agnelli (*left*), he says, "has the most extraordinary throat. She sees herself as a beauty, which is why we see it. Otherwise she could seem too tall and skinny." Vicomtesse de Ribes (*above*) "has a perfect nose. I feel sorry for near-beauties with small noses." Gloria Vanderbilt (*right*) is like "a little black grape" to Avedon. "Gloria is not always beautiful," he says, "but when her imagination is caught she becomes the most beautiful of all women."

**Gloria  
Vanderbilt**

CONTINUED











## **Somerset Maugham**

**L**ike a bison sniffing out danger" is how 85-year-old Maugham appeared to Avedon when the famous author was photographed at his Riviera home. "What impressed me most was his energy," says the photographer.

## **Isak Dinesen**

**L**ike an "imposing creation come forward from one of her own Gothic tales" is how 74-year-old writer Isak Dinesen looks to Capote. "A face so faceted . . . cannot be an accidental occurrence; nor do such eyes . . . like velvet animals burrowed in a cave, fall into the possession of ordinary women."





## Mae West

**S**emilar eyes with sword-length lashes, the white skin, white as a cottonmouth's mouth, the shape, that Big Ben of hour-glass figures," so Capote sees Mae West. Unwilling to be photographed, Miss West was finally cajoled and posed briefly backstage with one of the strong men in her nightclub act.

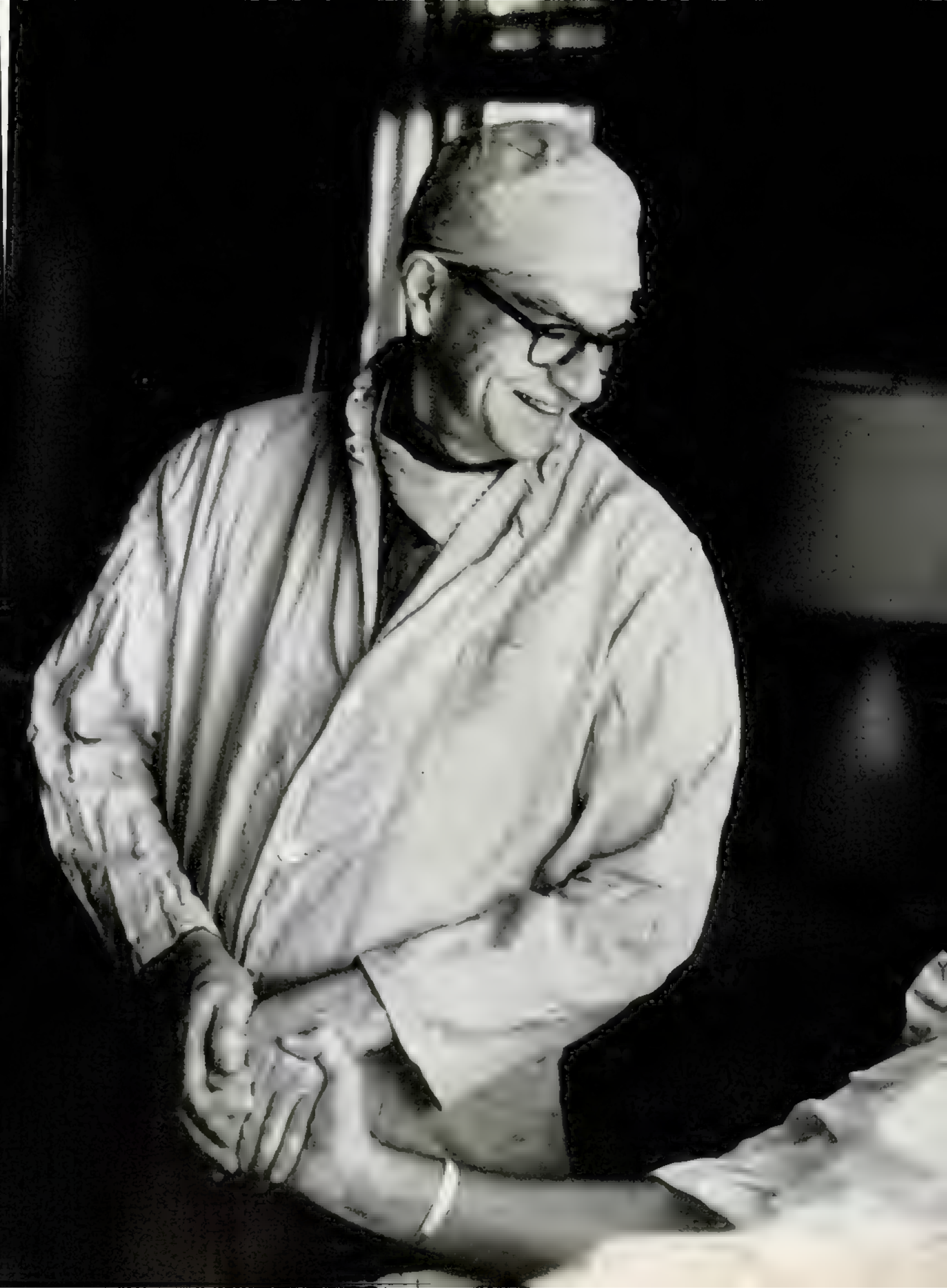
## Charles Chaplin

**J**ust before he left America, Chaplin unexpectedly asked Avedon to photograph him. After Avedon had finished some portraits, the comedian said, "I want to do something for you." Then, says Avedon, "he ducked down and came up as he is here." To Capote the picture is the image of "a horned Pan sprite."











# Rx: For Modern Medicine

## Some Sympathy Added to Science

RECENT STUDIES SHOW KINDLY INSIGHT IS STILL A VITAL TOOL

by WARREN R. YOUNG, *Life Science Editor*

**O**F all human acts, few can match the quiet splendor of the moment when the pale and tremulous fingers of a sick person are grasped in the firm, reassuring hands of a compassionate physician. This simple act, mutely promising that all the powers of modern science and human thought will be unsparingly invoked to restore health, is among the finest deeds of humankind. It is more than ritual. When pain and fear make a sick person feel that all is lost, the laying-on of healing hands brings solace and hope. Its strength can even turn the tide of illness and amplify the curative effect of the strongest wonder drug. It remains today, as it has always been, man's oldest medical miracle.

American doctors are well aware of the restorative effect that their sympathetic interest can have on a patient. But today many people have an image of the modern doctor that is infinitely far from this ideal of medicine. In the place of the kindly, concerned doctor they see a bronzed man in a white coat who sits in his office, cold and bored. His fingers drum a brisk tattoo on the richly oiled surface of his desk. Glancing impatiently at his watch, he lights another cigaret and stares at the person on the other side of the desk who is trying to explain in fumbling language just how it is that he feels sick. There are pains, aches, changes of functions that make the patient sure that somehow he is truly ill, although he cannot quite describe his trouble. The patient expects this doctor to make him feel well again.

With the air of a busy father chastising a naughty child the doctor interrupts: "The lab has sent me the results of all your tests. The X-rays are negative, the urinalysis is satisfactory. Your blood count is perhaps a trifle low, but this is not significant. There is nothing really wrong with you. Stop worrying about yourself and get more sleep. And don't smoke so much." Omnisciently tapping an X-ray picture with his forefinger, he indicates that the audience is at an end.

The patient still feels sick. He has dutifully reported to the doctor's office to wait his turn with the impressive collection of needles, vials and diagnostic hardware. He has been poked, pierced and prodded like a distasteful potato. He has been clutched in the inanimate embrace of instrumentation, a clammy substitute for healing hands. He knows that each buzz and blink will cost him dear, but he feels no better. He suspects that the doctor will now roar off to the country club in his big car with soaring tailfins, forgetting about him as just one more "43-year-old white male with vague complaints." He is bitterly sure the doctor does not remember his name, and he goes away thinking, "The doctor is interested in my blood count, but he doesn't care about me."

In one form or another, this chilly image of the modern doctor is familiar to many people. It appears time and again in the grumbling complaints of patients and relatives. But is there any basis for it in fact? Or is it merely the ungrateful talk of a misinformed minority which too soon forgets the selfless service that doctors give?

The best answer comes from doctors themselves. The medical profession is frank to admit that some bad blood has welled up recently between patients and physicians, and it is worrying about how to get rid of it. The profession fears that something may be going wrong with American medicine's proudest boast, the warm and wonderful "doctor-patient relationship." The great danger is that this unhappy fact may obscure or even undo the enormous good works that American doctors now perform.

"Medicine is at a stage of crisis in its relationship with people," says Dr. Philip M. Savage, past president of the San Bernardino (Calif.) County Medical Society. "Only 15 or 20 years ago, medical men in general had an exalted social position. They were known to be dedicated men, daily

making sacrifices to their cause. During this same period the public has gradually come to understand that these marvelous medical men indeed have feet of clay. Steadily our position of privilege in the eyes of laymen has been reduced. . . . Our privileged status is nearly gone."

The fact is that never before in history have American doctors had such a burdensome and complex job—and never before in history have they performed so brilliantly. The difficulties they now encounter deserve better understanding on the part of the public. But it is also true that almost half the patients in America—and sooner or later everyone is a patient—eventually find good reason to complain about at least one doctor. A patient may be unable to reach a doctor at night, he may be shuttled from specialist to superspecialist at high cost without visible benefit, he may go through a lonely and frightening stay in an understaffed hospital. It is episodes like these, however untypical, that justly concern the medical profession. For when such an incident occurs, the patient often feels that he has been cast mercilessly into the maw of a vast medical machine. Then he becomes wistful about the image of the oldtime doc who was always willing to harness his horse and battle his way through the midnight rain to offer chuckling sympathy and compassionate reassurance at a modest fee—perhaps only an occasional basket of eggs.

Doctors see two bad results from the failure of some of their colleagues to treat patients as human beings. Not only does it antagonize the public but, more important, it is quite literally bad medicine. Doctors who allow scientific tests and miracle drugs to take the place of hard thinking about each patient will miss diagnoses and muff potential cures.

A patient with gall bladder trouble, for instance, is not just a case of disease. He is a person with distinct physical and psychological characteristics, certain ways of reacting to what happens to him that may have made him prone to develop a stone in his bladder. It may be absolutely necessary to remove his gallstone. But cutting it out is not a complete solution to the patient's medical problem. His symptoms, such as digestive disturbance and fatigue, may well remain after the operation.

### 'Piecemeal medicine'

**T**HE unhappy feelings that patients have about doctors," says Dr. Lawrence Hinkle, associate professor of clinical medicine at Cornell University Medical College, "are not simply the result of crass behavior on the part of a few physicians. Perhaps it is true that some members of the medical profession have forgotten that with their special privileges, high status and a good income go special responsibilities. But the discontent that patients feel about their treatment arises from something much deeper. It has its roots in the actual scientific inadequacy of the present piecemeal practice of medicine. Laboratory tests and limited procedures cannot replace a human understanding of the whole patient."

Certain instances of doctors' inept public relations or poor medical performance are disquieting. In California a man who had had part of his stomach removed by a prominent San Francisco surgeon recently went back to ask the surgeon about the aftereffects, which made him feel bloated and dizzy. Instead of explaining that this often occurs, the great surgeon answered, "What the hell, I saved you from cancer, didn't I?" In New York another prominent surgeon performed a routine operation on the child of a corporation executive—and sent a \$5,000 bill. In Suffolk County, N.Y., a 41-year-old engineer collapsed with a heart attack. While police tried to telephone 19 different doctors, firemen





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**SPIRIT OF SYMPATHY** was classically captured in 1890s painting *Doctor* by Sir Luke Fildes, of lamp-lit scene of doctor, feverish young patient.

## DOCTOR AND PATIENT CONTINUED

attempted to help the victim. When a doctor was finally found, the man was dead.

Such incidents are clearly isolated, or most of us would now either be broke or dead. But they are responsible for some unpleasant results:

- One out of every seven doctors sooner or later so dissatisfied with at least one of his patients that he is sued for malpractice. Every year millions of dollars are awarded in malpractice suits against doctors and hospitals.

- A nationwide study commissioned by the American Medical Association showed last April that 44% of all people interviewed have had "unfavorable experiences" with doctors, 32% of them so unsatisfactory that they said they would never go back to the same doctor. People complained that doctors could not be reached in emergencies, that they did not spend enough time with each patient, that they charged too much and made mistakes in diagnosis and treatment.

- Last spring the director of the American College of Surgeons, Dr. Paul R. Hawley, revealed that "one of the most distinguished surgeons in the world" had told him that at least half his practice consists of attempts to correct the bad results of surgery done in community hospitals by doctors inadequately trained for the task.

- President Eisenhower recently warned doctors that unless they kept their fees within reason, they were inviting socialization.

Such black clouds do not prove that a monsoon season is going to overwhelm the medical profession. Throughout history doctors have been accustomed to being misunderstood, and they even take some comfort in reflecting that there were periods when the situation was worse than it can possibly become today. In ancient Babylon, for example, the famous legal code of Hammurabi sternly provided: "If a physician performed a major operation on a man with a bronze lancet and has caused the man's death, or he opened up the eye socket of a man and has destroyed the man's eye, they shall cut off his hand."

Although this is far more alarming than any specters confronting doctors today, they are nevertheless concerned about the possibility of milder repercussions. All the signs indicate that a potential patient revolt already exists. If it comes, there will be no bonfires or placards, no patients tearing down the medical centers in Jersey City or Tucson, no surgeons burned in effigy on Broadway. More and more patients will just calmly decide not to go back to a doctor who has kept them for five minutes, sent them a whopping bill and did not bother to tell them what he thought was the matter.

A small dose of revolt, many doctors feel, might prove a useful cathartic for their profession. But too much of it would interfere with their best efforts to help their patients. If a patient has confidence in his physician, he is usually willing to accept hard facts about his own illness and to follow his doctor's orders. But it will be harder to restore him to health if his faith has been poisoned by some other doctor who, for instance, claims he is too busy to make a house call even though the patient's need is great.

The existence of unhappy episodes in which the doctor is at fault is only one factor in the cooling doctor-patient relationship. Another

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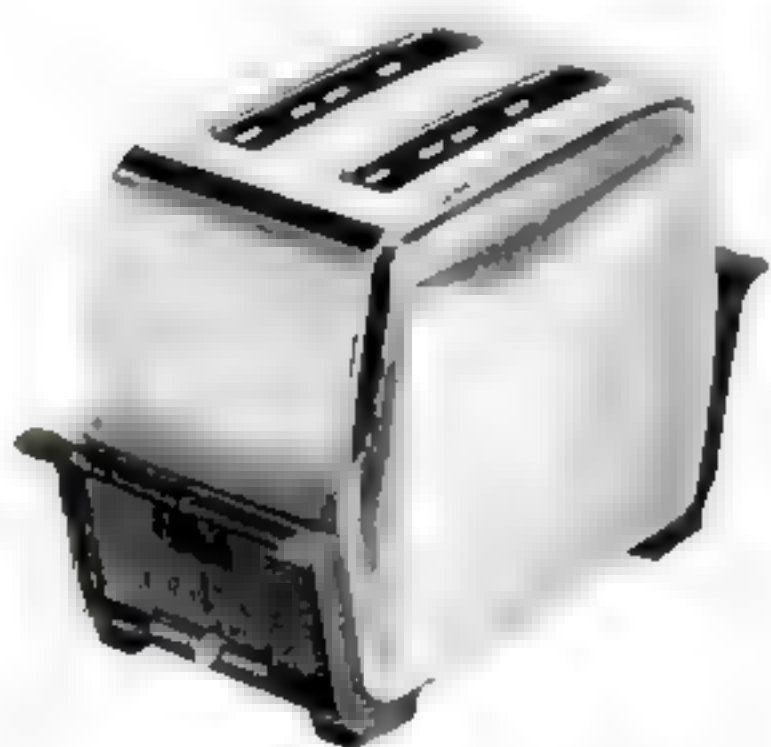
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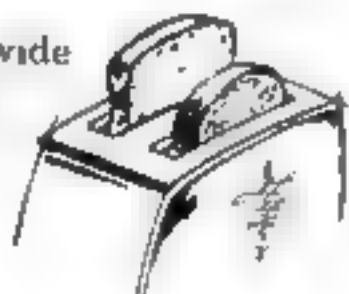


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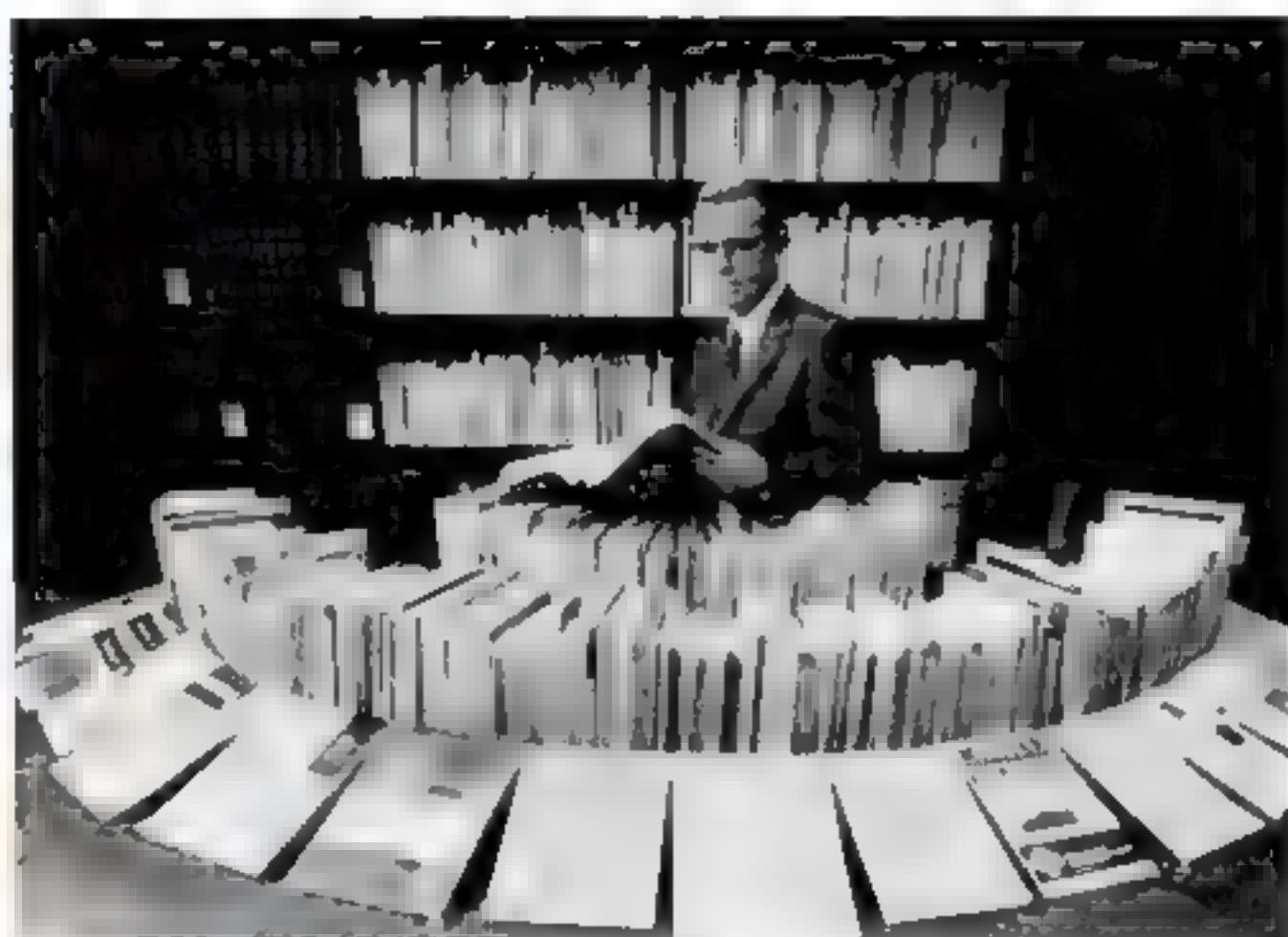


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**A THOUSAND MEDICAL JOURNALS**, displayed by Herman H. Henkle, head of Chicago's John Crerar Library, include most of the 900 published in U.S. Keeping up with medical news is an almost impossible burden to doctors.

## DOCTOR AND PATIENT CONTINUED

powerful factor is the public's massive ignorance of the modern doctor's job. This is not entirely surprising, for to understand medicine as well as the doctor does, a person would have to spend 16 years in education for a college degree followed by five to 10 grueling years in medical school and post-medical school training. No patient, of course, needs to know that much. But there have been certain changes in medical practice that every patient should know about. These changes are responsible for a large part of the modern doctor's burden—and for a large part of his patients' complaints.

In the first place, as medicine has raced ahead into new fields, doctors have been faced by an ever-growing mountain of complex new theories, facts and procedures. There are now so many medical journals crammed with important technical news—about 900 published in the U.S. alone—that no doctor could read them all even if he read through every night without sleeping. Although some people think that any doctor can get rich with little effort, the problem of keeping up to date is massive.

As the technical data has multiplied, there has been a proliferation of specialists. Many doctors have reasoned that only by focusing all their energy and attention on the details of a certain condition or organ can they hope to keep up with technology. Although this narrow focus does tend to make some of them forget that patients are whole human beings, specialists are essential at today's high level of medicine. Patients may not like being sent to unfamiliar specialists or paying their fees, but it improves their chances of being cured.

The average patient seldom appreciates how physically grueling is the work done by the doctor whom he sees sitting calmly in his office. The typical doctor's net income is not so high as sometimes imagined. It is about \$16,000. For this the doctor must examine an average of 20 patients every day, he must visit one or more hospitals every day to see patients, he must make house calls and is expected to answer emergency calls night and day.

Patients have been changing too, in ways that are theoretically admirable but which also add to the doctor's burden. Instructed and urged, not only by the press but also by insurance companies and health organizations, to go see their doctor before it is too late, they do just that. They go not only when they are sick but, encouraged by the concept of preventive medicine, before they are sick.

Patients now see their doctors twice as often as they did 30 years ago. They are also more sophisticated about the details of many illnesses. They have heard about medicine's spectacular advances and want to be treated by the "latest" method. This can lead to misunderstandings. For example, it is hard for a layman to realize that a doctor who gives only aspirin for a virus infection is actually practicing more up-to-date medicine than another doctor who is giving penicillin shots right and left. Yet the fact is that antibiotics are powerless against a virus (they kill bacteria), while the useless shots may cause allergic reactions and occasionally even death. These facts are well established, but some doctors say the public presses them to

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 6,144,416.

(Signed Arthur W. Keylor  
Business Manager)

Sworn to and subscribed before me this 25th day of September, 1959.

(SEAL, Dorothy Buck  
(My commission expires March 30, 1961))

CONTINUED ON PAGE 353





*After the Game...*

**IT'S FALSTAFF  
TIME**

"Come over to our house after the game!" That invitation is sure to bring out friends and Falstaff.

Smooth, refreshing Falstaff is served and enjoyed from coast to coast. Always for the same good reason: beer that tastes so good is *premium quality*.

Next time you call the signals for a party, order Falstaff by the case. Football time, *any* good time is Falstaff time. Great refreshment every time!



**AMERICA'S PREMIUM QUALITY BEER**



Falstaff Brewing Corp. of St. Louis, Mo. with  
breweries at St. Louis • Omaha • New Orleans  
San Jose • Ft. Wayne • Galveston • El Paso



# The finest protection money



Get new

## AC TRIPLE-TRAPPER engine protection!

The oil filter in your car operates like a trap. It's designed to catch . . . and *hold* the dust, dirt, metal particles and carbon deposits that get into your motor oil. Thus, it keeps your oil clean to protect your engine.

New AC Oil Filters are, in effect, three traps in one to keep your oil even cleaner for better engine protection.

**TRAP NO. 1** is the filtering element itself, a resin-impregnated material that traps particles as small as 1/15 dia. of a human hair, particles you can't see with an ordinary microscope.

**TRAP NO. 2** is the amount of filtering area. The AC filter has more *usable* area . . . or surface. Oil, passing through the filter,

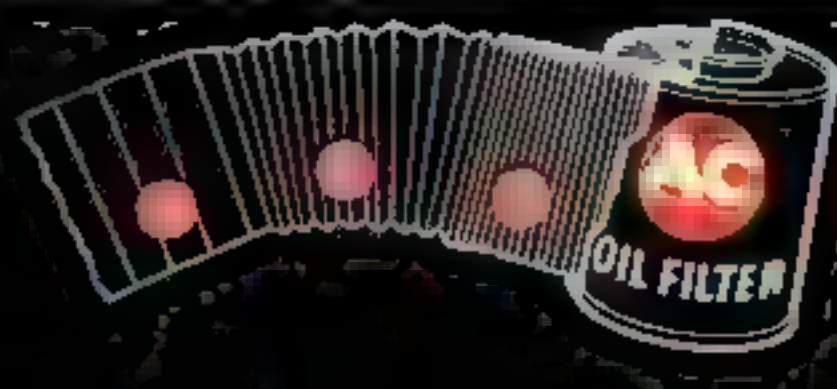
is spread out and slowed down over this greater area. Thus, the filter has a chance to catch fine particles. The trapped particles themselves form a filter "bed" on top of the filter element. This helps trap even finer particles.

**TRAP NO. 3** is the design of the filter element, a unique arrangement of folds that provides maximum filtering area, hence maximum filtering capacity. Because of this greater capacity, the filter is able to hold *more* particles.

All told, the three traps . . . or Triple-Trapper . . . form the most advanced filtering process on the market today. *It's the finest filtering protection your money can buy . . . and you get this finest protection at regular price.*

TUNE IN THE **ART** **C**ARNEY SHOW, NBC TV, NOVEMBER 13

AC SPARK PLUG ⚙ THE ELECTRONICS DIVISION OF GENERAL MOTORS



## CHANGE TO A NEW AC

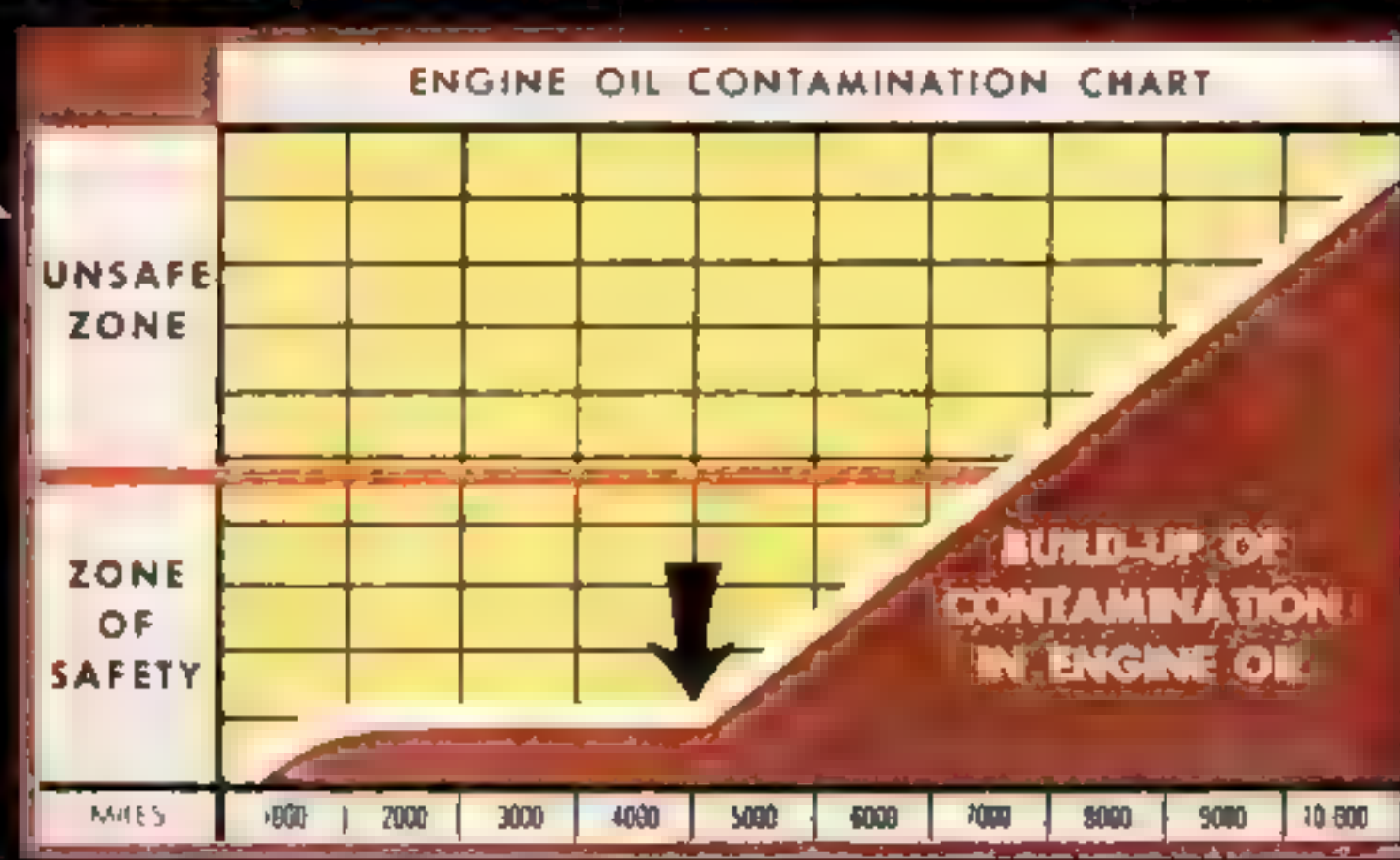
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can buy... brought to you by AC



Look what happens  
when you forget  
to change  
your filter!



● Like any other trap, your oil filter is effective only as long as it is open and functioning. When it fills up, it's useless. The oil filter for your car is designed to hold the dirt, dust and other contaminants that collect in 5,000 miles of ordinary driving. After 5,000 miles, the filter fills up, contaminants start piling up — as shown on the chart left.

The only way to make sure your engine is protected is to change filter at least every 5,000 miles. And get AC Triple Trapper protection when you change.

*Triple Trapper* OIL FILTER NOW !



Serve Candy

# Brach's Chocolate

in individual



Dessert bowl shown actual size



Brach's has been making fine chocolates for fifty years!



# for Dessert: Stars silver-plated bowls



**Arlene Francis,**  
*Star of Stage, Screen  
and TV, agrees—*

"Here's an old friend in stylish new dress! Brach's Chocolate Stars, those superb chocolates that families (including mine) love so much—served in lovely silver-plated bowls!

"Everywhere I go, I see them. In dining rooms from coast to coast folks are enjoying Brach's Chocolate Stars as an elegant new dessert. Just imagine the most marvelously smooth, delicious chocolate ever, and you've imagined Brach's Chocolate Stars. Then think of them served in sparkling individual silver bowls, and you've thought of the best new dessert idea in years! Just enough to satisfy the family sweet-tooth, yet no complicated preparation for you.

"The certificate below tells you how to get one or more authentic Paul Revere silver-plated bowls. So easy—and look how beautiful they are! How charming they'll look in your home—for Brach's Chocolate Stars and for serving so many other Brach's chocolates. Smart mothers will send for a bowl for each member of the family."

**SPECIAL OFFER:** Elegant silver-plated Paul Revere design dessert bowls. Crafted by Reed & Barton, foremost silversmiths since 1824. Bowls only \$2 each with this certificate. Save more than half the retail value.

Send certificate with \$2 and one Brach's Chocolate box front for each dessert bowl. Send to: Brach's, P. O. Box 7303, Chicago, Illinois.



## DESSERT BOWL CERTIFICATE

### MAIL THIS CERTIFICATE TODAY!

Send to: BRACH'S, P. O. BOX 7303, CHICAGO, ILLINOIS

Yes, I want to start my set of Paul Revere design dessert bowls immediately! Please send me \_\_\_\_\_ bowls. (Enclosed is \$2.00 and one Brach's Chocolate box front for each bowl ordered.)



Actual size of bowl 3 3/4" wide.  
Crafted by Reed & Barton  
foremost silversmiths since 1824.

YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Offer expires December 31, 1960, void where prohibited by law or subject to tax.

**NOTE:** When you buy Brach's Chocolates in bulk at your favorite Variety, Drug or Department Store—ask for the special Dessert Bowl Certificate. No box front required.

## DOCTOR AND PATIENT CONTINUED

prescribe unnecessary wonder drugs or other symbols of "modern" medicine, such as unneeded X-ray tests.

Another important change in modern medical practice is in the place where patients are treated. Much home treatment has given way to hospital care, for the technical capabilities of hospitals cannot be duplicated in the home. This change not only catapults the patient into a coldly impersonal institution. It also prevents the physician from gaining the insights he used to get when he saw the patient in his home and with his family. He now has to make a conscious effort not to think of his patients as part of the hospital equipment.

IN view of the increasing complaints and the changing conditions, just how good is the average American doctor? The answer is that, despite the fact that he needs to improve in certain ways, he is still probably the best in the world. The medicine he practices is years ahead of that in almost every other country. With all his faults he is infinitely more effective than the kindly old doc of yesteryear.

The lovable old doc knew that his compassion and bedside manner were all-important—since he really couldn't cure very many things. "In the early years of this century," recalls Dr. Walsh McDermott of the New York Hospital-Cornell Medical Center, an authority on infectious diseases, "the doctor had for ordinary purposes only a handful of truly effective drugs: the two potent standbys being morphine and digitalis. Variations of both are still as important as ever. But today's doctor also has many new drugs." The two old reliables have become nearly 500 pure and potent therapeutic substances, which are marketed in at least 20,000 forms and combinations.

"The typical oldtimer," says Dr. McDermott, "knew how and when to use his few drugs and how to apply sympathy, but beyond that he could do little. Over the course of a lifetime a person is better off even in the hands of the iciest 'scientific monster' you can imagine than in those of the most compassionate oldtime doctor."

Some doctors—and even some patients—believe that treating patients with more sympathy and over-all understanding is strictly a luxury. Reassured by the obvious benefits of modern techniques, they believe that such treatment, while a desirable addition, is superfluous. But this is not the case. The compassionate, whole-person treatment that would make the patient happier would also make him healthier. A good doctor-patient relationship is essential to good medicine. Leading medical philosophers and researchers say that if the doctor is to improve his practice of medicine, he must think about each patient's whole make-up rather than about him as a case of specific illness. This idea—that a broad approach to patients is a medical necessity, not a frill—is actually an old concept, but it has been long submerged by a very different theory.

### The 'demon' theory of disease

FOR the past 75 years the dominant theory of disease has been the simple one of direct cause and effect; that is, each disease is assumed to be caused by a single specific entity such as a germ, a poison or a flaw in some organ. This in turn produces a certain set of recognizable symptoms. The doctor's work, according to this theory, is simply to note the symptoms, identify the causative agent, and then remove that agent with a specific medicine or procedure. The almost universal belief of doctors, according to the Rockefeller Institute's great bacteriologist Dr. René Dubos, is that their most important task "is to discover some magic bullet capable of reaching and destroying the responsible demon within the body of the patient."

If this "demon" theory were the whole truth, then it would indeed make little practical difference whether or not the doctor considered his patient's total personality, problems and general condition. In fact, to do so would almost amount to unjustifiable coddling of the patient. The only really important problem would be to detect and exorcise the patient's particular "demon" or disease-cause. But Dr. Dubos and other medical researchers believe that this theory is not true and that diseases actually have multiple causes. In order successfully to cope with the multiple facets of a patient's illness, a doctor must do more than destroy a single cause of a disease.

The single-cause theory was established in the first place only after a series of exciting 19th Century developments. In 1881 Pasteur dramatically proved that specific bacteria caused a specific disease. In a public experiment he vaccinated 24 sheep, one goat and six cows,



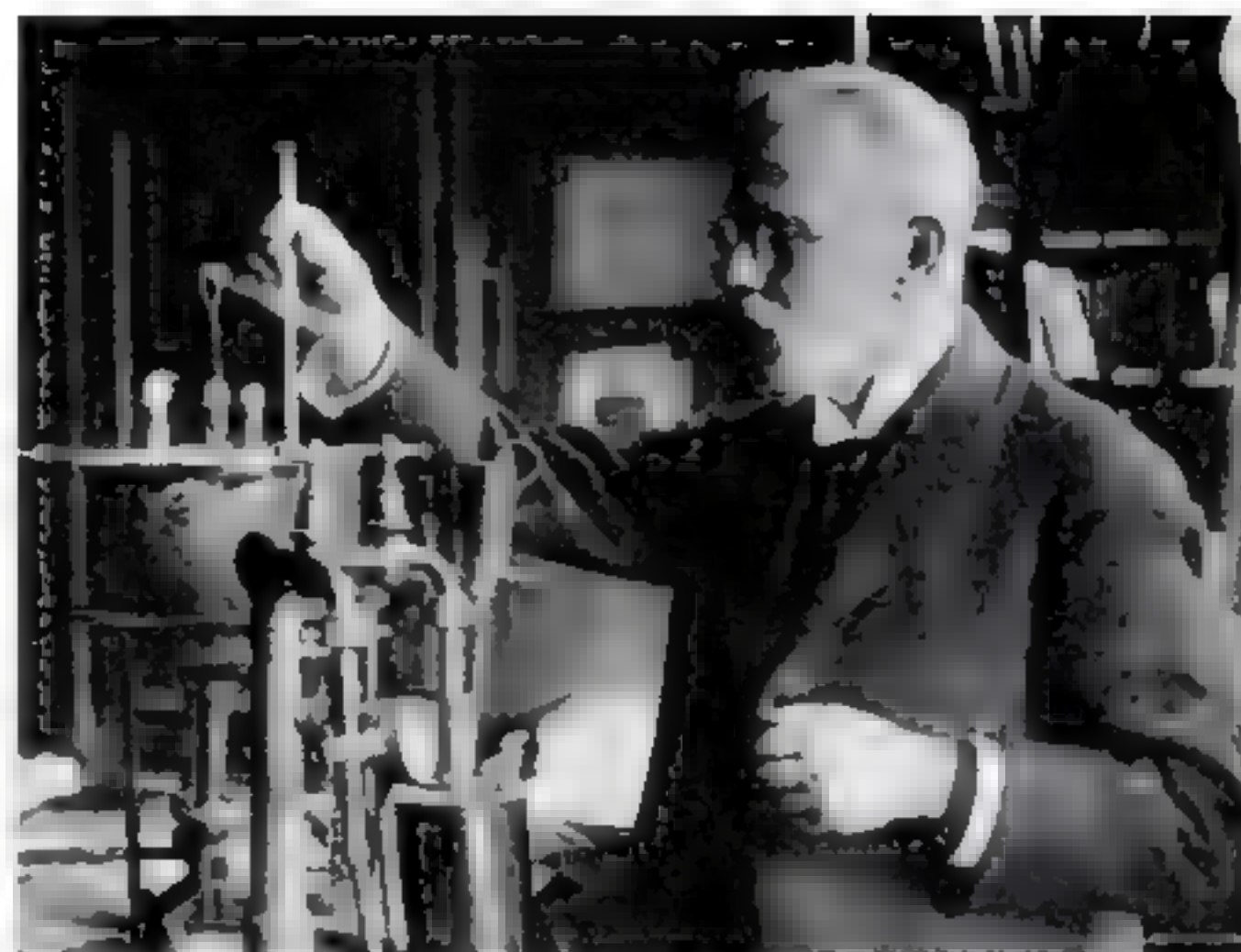
Old Spice  
Smooth Shave  
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moist  
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your  
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*Old Spice* **SMOOTH SHAVE**  
SHULTON



**DOGGED DRUGMAKER** Paul Ehrlich bolstered "single-cause" theory of disease when he produced chemical that knocked out syphilis spirochete.

#### DOCTOR AND PATIENT CONTINUED

then gave them all anthrax bacilli. He also inoculated the deadly germs into 24 unvaccinated sheep, one unvaccinated goat, four unvaccinated cows. Two days later all the protected animals were healthy but the unprotected goat and 21 unprotected sheep were dead of anthrax. The four unprotected cows were sick and, while the spectators watched, the remaining three unvaccinated sheep died. "Well, then! Men of little faith!" crowed Pasteur. Within five years Pasteur was saving human lives by vaccinating against the rabies virus. The single-cause theory of disease seemed unassailable.

Immediate and practical benefits resulted from the acceptance of this theory. Within a few years, as soon as vaccines or antitoxins were found that could protect against the microorganisms that caused cholera, tetanus, typhoid and diphtheria, these dread killers were vanquished.

The single-cause theory gained still further momentum when Bacteriologist Paul Ehrlich made his great discovery of a syphilis cure. With painstaking German thoroughness, he had waded through 605 organic arsenic compounds in search of a chemical that could destroy a disease-producing organism without harming the victim of the disease. Tested on diseased mice, each of the 605 compounds failed. But the next one proved to be a dramatic success. Ehrlich discovered that the drug, named "606" after the number of experiments, speedily knocked out syphilis. This "magic bullet" was the first powerful new drug in 270 years that attacked a specific disease agent. Doctors reasonably assumed that the laboratory would soon produce drugs against every disease. Today, while no chemical has yet cured a cancer or annihilated a virus, the army of new drugs has literally changed the pattern of disease. Ailment after ailment has succumbed to the salvo of new weapons, each acting on a specific target.

#### A magic bullet for each disease

**I**N the heady air of technological triumph, doctors became convinced that they would soon root out all the ills of mankind, finding a magic bullet for each one. Where a drug did not seem to be the right weapon, triumphs were won by other means: new medical hardware like the heart-lung pumps, new postoperative procedures like routing patients out of bed to walk gingerly up and down the halls the day after surgery to forestall blood clots. The single-cause theory, which has much truth in it and has helped add 20 years to our life spans, still has its avid supporters as the foolproof medical battle plan.

But oddly enough, the very power of the new weapons has made leading medical thinkers realize that everything is not so simple. Powerful though these weapons are, they do not always work. Why should a drug, already tested and proved as a specific weapon, cure some cases but be of only partial help in others and sometimes fail altogether? This question has forced more and more doctors to doubt the single-cause theory of disease.

Doctors have also learned that many ailments stubbornly resist

CONTINUED





MRS. DANIEL LUZZI, DENVER, N. J. HOUSEWIFE, AVERAGED 7 MILES A DAY IN THE TEST, HER BUSY SALESMAN HUSBAND, 4½

# SURVEY SHOWS WOMEN WALK MORE MILES THAN MEN

that's why you need new Burlington Support Stockings—the fashionable answer to leg fatigue

**IT'S A FACT!** A nationwide survey proved women walk more miles than men. For instance, a busy salesgirl averages 9 miles a day; an executive male, a little more than 3. A stenographer walks about 6. No wonder your legs are tired at the end of the day! That is why—with your legs *and* your looks in mind—Burlington has created the fashionable answer for weary legs.

## Burlington puts comfort in fashion

Burlington Support Stockings are wonderfully different. No rubber. They are made of all soft, clingy nylon with slim pencil stroke seams. They stretch to fit the contours of your legs smoothly, to support you with gentle firmness. Your legs have a new shapeliness,

new beauty. The tops stretch both ways, never bind. Cotton-cushion soles are pure heaven underfoot. No toe-cramping ever! And they are careful of your budget, too. Burlington Support Stockings outwear many pairs of ordinary sheer nylons.

## Now—new relief for your legs

Think how many hours a day *you* are on *your* feet. Chances are, there isn't much you can do to change your daily routine. But you can eliminate leg fatigue forever. Ask for Burlington Support Stockings at your favorite hosiery counter. Even women who never thought of wearing support stockings agree—Burlington is the first fashionable answer to leg fatigue.

# Burlington Support Stockings \$4.95

a pair

Write for free brochure to Box F

Burlington Hosiery Co.



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U. S. Patent No. 2771759

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FOR THE SHEER FUN OF PICTURE-TAKING  
NO CAMERA CAN MATCH A GRAFLEX® CENTURY

and now with the **CENTURY 35A...**



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Fastest-operating 35mm camera in its price-class, the Century 35A with Trigger Action film advance takes 10 shots in 10 seconds. Just squeeze the trigger—film advances and the shutter cocks automatically. Bright line frame finder. All-metal construction. M-X synchronization at all shutter speeds up to 1/300 sec. (fast enough to stop most action). Prominar f/3.5 lens.



#### CENTURY 35 \$49.50

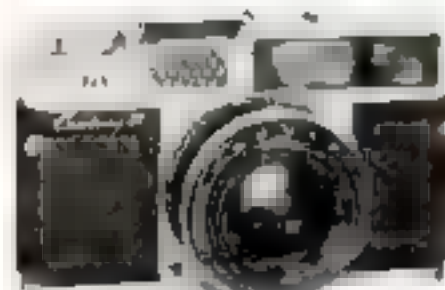
Combination Viewfinder-Range-finder permits framing, viewing and shooting in one easy movement. One-stroke rapid film advance and shutter cocking. All-metal construction. Shutter speeds to 1/500 sec. Fully synchronized M-F-X shutter. Prominar f/3.5 lens. With Prominar 1/2 8 lens, Bright Line Frame Finder.

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#### CENTURY 35N \$99.50

EVS coupling of lens shutter. 6 element Prominar f/2 lens. Viewfinder-Range-finder with automatic parallax correction. All-metal construction. Shutter speeds to 1/500 second. Built-in self-timer and M-X synchronization.



#### CENTURY 35NE \$114.50

Greatest of the Centurys! Built-in exposure meter coupled to lens and shutter. 6 element Prominar f/2 lens. Bright line Viewfinder-Range-finder with automatic parallax correction. All-metal construction. Ten speeds to 1/500 second. Built-in self-timer and M-X synchronization.

See the Century line at your Graflex dealer's. He's listed in the "yellow pages" under "Photographic Equipment." Or write for full information to Dept. L-13, Graflex, Inc., Rochester 3, N. Y. A subsidiary of General Precision Equipment Corporation.

There's no finer camera than a Graflex... unless it's another Graflex

Price includes federal tax  
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GENERAL  
PRECISION  
COMPANY

## DOCTOR AND PATIENT CONTINUED

attack by specific weapons. Not only do they have multiple causes; they cannot be cured or prevented by an attack on any one cause. Many of the 15 top killers fall into this category: hypertension, cancer, nephritis, cirrhosis of the liver, peptic ulcer. Arteriosclerotic heart disease seems to be caused partly by inheritance of genetic factors, partly by diet, partly by age, partly by male hormones, partly by the anatomical pattern of the arteries and partly by a person's metabolism and mode of life.

While the obvious benefits of specific weapons against specific disease agents are here to stay, the present era of medical advance requires doctors to face the complexities dictated by the multiple-cause theory.

"No organ can be treated or cured by itself," says Dr. Hinkle. "It is not even enough to consider the body as a system of individual organs. Each such 'system'—that is, each patient—is more than a simple aggregate of molecules and organs, just as a book is more than an aggregate of paper and ink, a bridge more than a pile of iron. What we once thought would be the hard part—expanding our list of specific causes and effective medicines—turns out to be the easy part. Now we must face up to the truly hard part, attempting to find out why each man reacts to a complex of causal agents and circumstances with his own particular manifestations of illness. This will require a great deal more knowledge, especially in areas ranging from genetics, physiology and pathology to psychology and sociology, painfully acquired over a period of decades before we know much about this. It's a difficult challenge and we can't expect immediate answers."

Since most doctors are naturally trying to cure the many things they can with today's arsenal of specific treatments, the serious investigators now exploring the new ways are few in number—less than 250. Their task is not merely to identify the few ailments that are figments of the mind plus a few more that are organic disturbances brought on by emotions, such as ulcers and asthma. Instead, they think of every disease from appendicitis to zymosis as a product of multiple circumstances, affecting the whole organism and often in some degree involving the mind and emotions. The "mental" and "physical" aspects of disease, which both patients and doctors often think of as separate, are seen merely as different manifestations of the same process, interacting with each other. The workings of the mind may affect functions of the body; bodily functions may affect the workings of the mind. Regardless of the reasons behind the disease—biological, psychological, social or a combination of these—the doctor who uses the "whole man" approach will be best able to provide the appropriate treatment.

### 'Psyche' and 'soma'

TO get some idea of what proportions of *psyche* (mind) and *soma* (body) are mixed up in disease, Dr. Edward Weiss, professor of clinical medicine at Philadelphia's Temple University, once studied 200 cases of all types to ascertain exactly the underlying causes of the various infirmities. His conclusions: in one third of the cases, organic disturbances appeared to explain everything; in another third, organic disturbances were present but the symptoms were out of proportion to the cause; and in the last third, the illness, while real, was emotionally induced.

If impersonal tactics of cause-and-effect medicine were relied on in these 200 cases, at least one third and perhaps more of the patients would not get the help they needed. They might shuttle from doctor to doctor and from clinic to clinic because no blood count or X-ray could detect what was wrong.

Although researchers may never draw precise maps of the criss-crossing byways of mind and flesh, doctors today can still practice the new approach. Instead of dismissing patients in whom no neat case of pneumonia or lung cancer or cataracts can be catalogued, the doctor can get to know his patients so well that he can tune in on their emotional wave lengths. All doctors ask a few questions of a patient so as to make a "history," but to analyze all sides of a case, a painstaking interview is necessary. Until the state of the patient's emotions is determined, it is impossible for the doctor to tell from symptoms just how grave are the organic causes sending the signal.

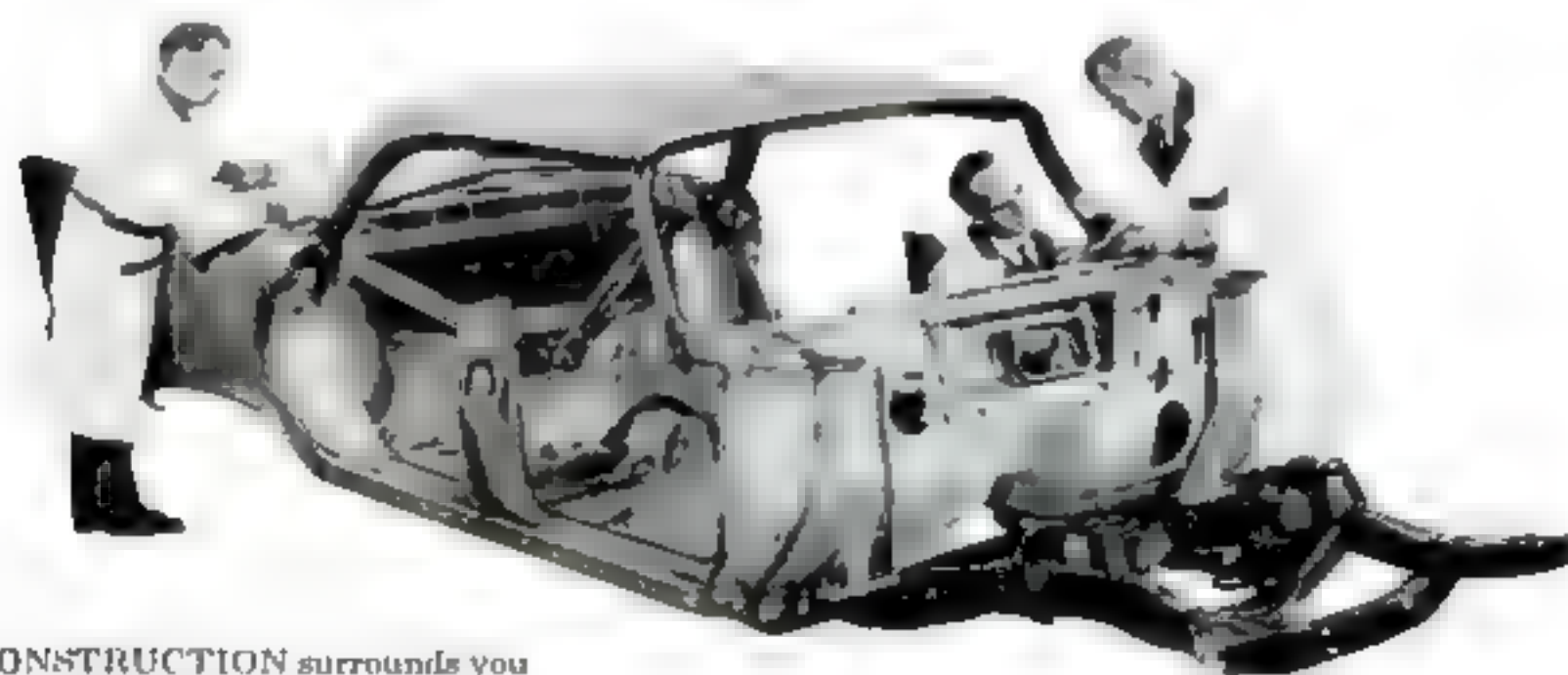
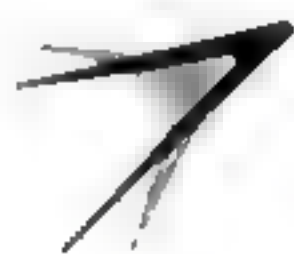
The great difficulty, of course, is that this approach will absorb even more of the doctor's precious time. "Doctors may have to see fewer patients and perhaps even earn less income," says Dr. Weiss, "but they will have more success with their patients."

CONTINUED



## WHAT'S NEW FOR '60?

The one  
car maker  
who makes  
missiles  
comes up with  
a new way  
to build cars



UNIBODY CONSTRUCTION surrounds you with silent strength, thanks to total design.

As prime contractor to the United States Army in the making of America's most successful missiles (Redstone and Jupiter), we've learned about finding out beforehand what's going to happen and about the importance of total design. We have applied this new space-age experience to the design and manufacture of the new 1960 cars by Chrysler Corporation.

The single greatest result is that we can be sure that the first car off the production line will be as perfect as those which roll off five months later.

### Built like a missile by electronic engineering

Instead of thinking of a car as a number of different components that would eventually be assembled, we attacked the problem of the whole car. Total design, is another way of saying it. It has resulted in what our engineers call "pure automobile."

Electronic engineering—something entirely new in the motor car industry—helped us achieve this. Here's how it works . . .

### 165 years' work in a few months

For example, in mounting the engine to the frame, two rubber mounts and a heavy duty spring are used.

We called on our missile-making experience and our battery of amazing electronic computers, and made more than 900,000,000 calculations for these mountings—a job that would have taken an engineer 165 years of full-time work. We had our answers in a few months. The result? Mountings that are in exactly the right place to soak up all engine-caused vibrations.

### UNIBODY surrounds you with silent strength

These are the quietest cars you have ever known.

One reason is, we've done away with the old method of bolting body to frame. Now, they flow together as one welded whole. A surprising number of the squeaks and rattles have gone with the nuts and bolts.

We call this construction, UNIBODY. Framed like bridge trusses, the new bodies have twice the torsional strength of previous models, along with 40% more beam strength.

Thanks to total design, UNIBODY gives you all the advantages of earlier forms of "unitized" construction plus this exclusive: you ride surrounded in silence, without the annoying road noises that other cars pick-up and telegraph into where you sit.



### New from the inside out

Imagine an automobile—

- that looks pure automobile . . . newly styled with natural lines of motion
- that could last twice as long as ever before
- that so reduces air-drag it's like buying gasoline a penny a gallon cheaper
- that will withstand the ravages of rust years longer than ever before
- that locks the doors when the engine starts
- that gives more headroom without raising the roof, more legroom without stretching the car, wider doors you can step through rather than squirm through.

### Sculptured by the Wind

1960 cars by Chrysler Corporation were literally shaped by the wind in a giant wind tunnel.



The Quick, the Strong, and the Quiet  
*Coming: the all-new ones from Chrysler Corporation for 1960*

PLYMOUTH  
October 16

DODGE DART  
October 9

DODGE  
October 9

DE SOTO  
October 16

CHRYSLER  
October 16

IMPERIAL  
October 2

VALIANT: Chrysler Corporation's new economy car will be out very soon. Watch for it.





new

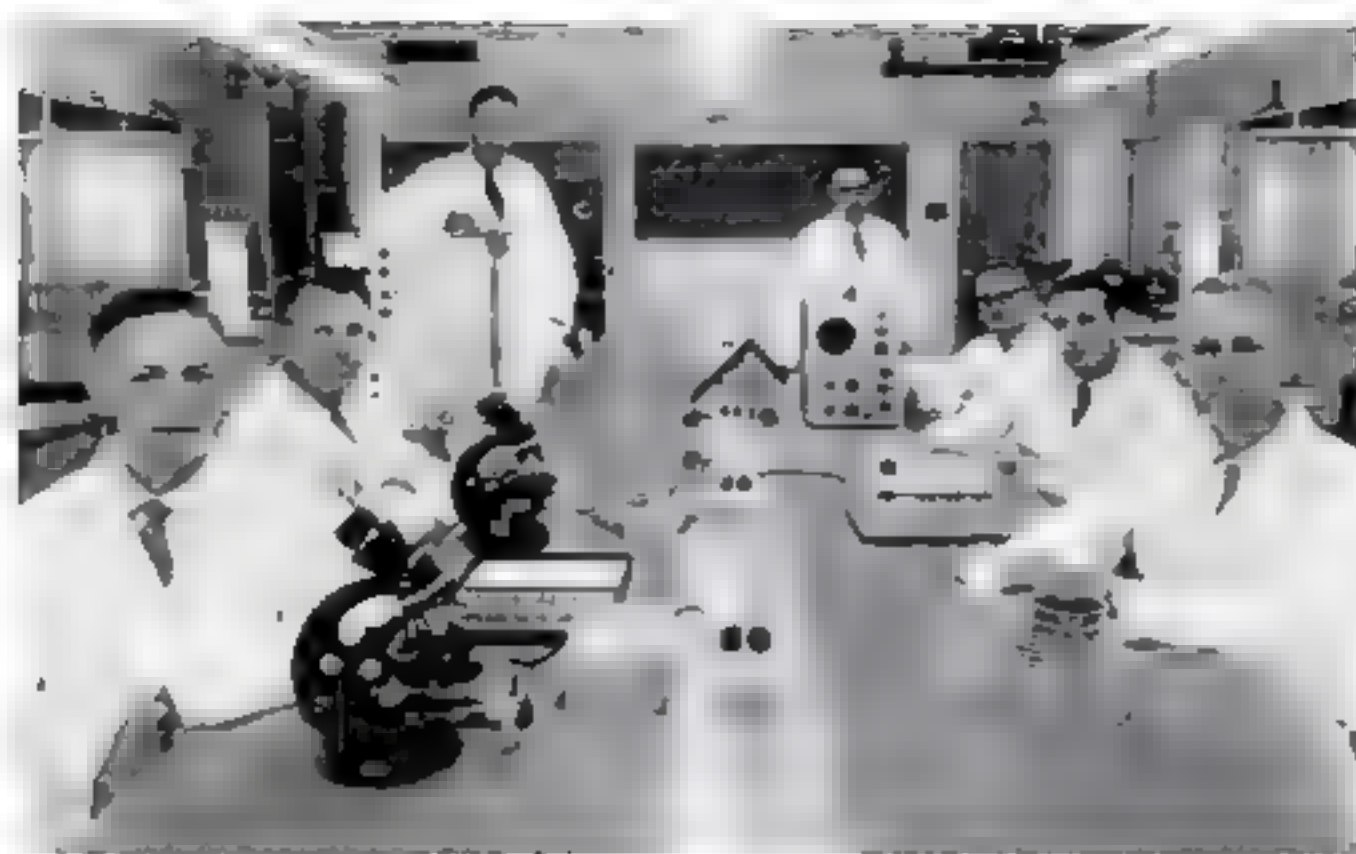
HART  
SCHAFFNER  
& MARX



# the worldly look

...of Hart Schaffner & Marx will be seen on more men this fall than will any other fine clothing brand. From cuff to collar, HS&M has a new look that is unmistakably 1959. It's slenderizing—less padding, less width. Lapels have a new sophistication of line. There's even a new set to the shoulders. Here and there you'll find dressed-up touches of the Continental. But the beauty of the HS&M suit goes far deeper. The tailors in our workrooms bring an ultimate expression of good taste and grooming to every garment they set their careful fingers to. Their years-ago type of unhurried needlework is the ingredient that gives every HS&M garment its years-from-now lasting qualities.

No wonder the label they sew so carefully is the largest selling label in the fine clothing world.



**STANFORD SCHEME** includes "multidiscipline" lab where professors of several sciences guide the students through experiments in same room.

## DOCTOR AND PATIENT CONTINUED

"The doctor will have to become highly adept at interpreting even unconscious revelations," says Dr. Stewart Wolf, professor and head of the Department of Medicine at Oklahoma University. "Just as second-year medical students who are unable to hear presystolic heart rumbles in the stethoscope learn to do it easily by the time they are internes, so the diagnostician can learn to detect the meaning of his patient's every nuance, every slip of the tongue."

To ensure that tomorrow's doctors follow the new prescription, a number of U.S. medical schools have begun giving their students new opportunities to learn what is really meant by the "doctor-patient relationship":

► Western Reserve University School of Medicine in Cleveland, Ohio pioneered the trend by breaking down departmental barriers so as to teach specialized aspects of medicine as related parts of the same subject rather than as separated fragments, and by assigning each freshman a family, including a pregnant mother, to follow throughout his four years. By helping to treat all the family's medical problems at home, hospital and clinic, the student becomes aware of economic, ethnic and environmental as well as personal factors.

► Stanford University's medical school moved last month into a spectacular \$21 million new campus at Palo Alto and is seizing the opportunity to redesign its teaching radically along Western Reserve lines.

► Cornell and the University of Colorado, along with other leading schools, have adopted variations of the scheme in which students act as family physicians under guidance.

► New York's Montefiore Hospital which, like many other hospitals, gives postgraduate training to internes and residents, has set up a "psychosomatic service" in which the young doctor cares for patients under guidance of a team composed of a medical specialist and a psychiatrist, thus gaining insight into how emotional and organic factors affect illness and treatment.

► Wisconsin and Kansas Universities' medical schools have "pre-

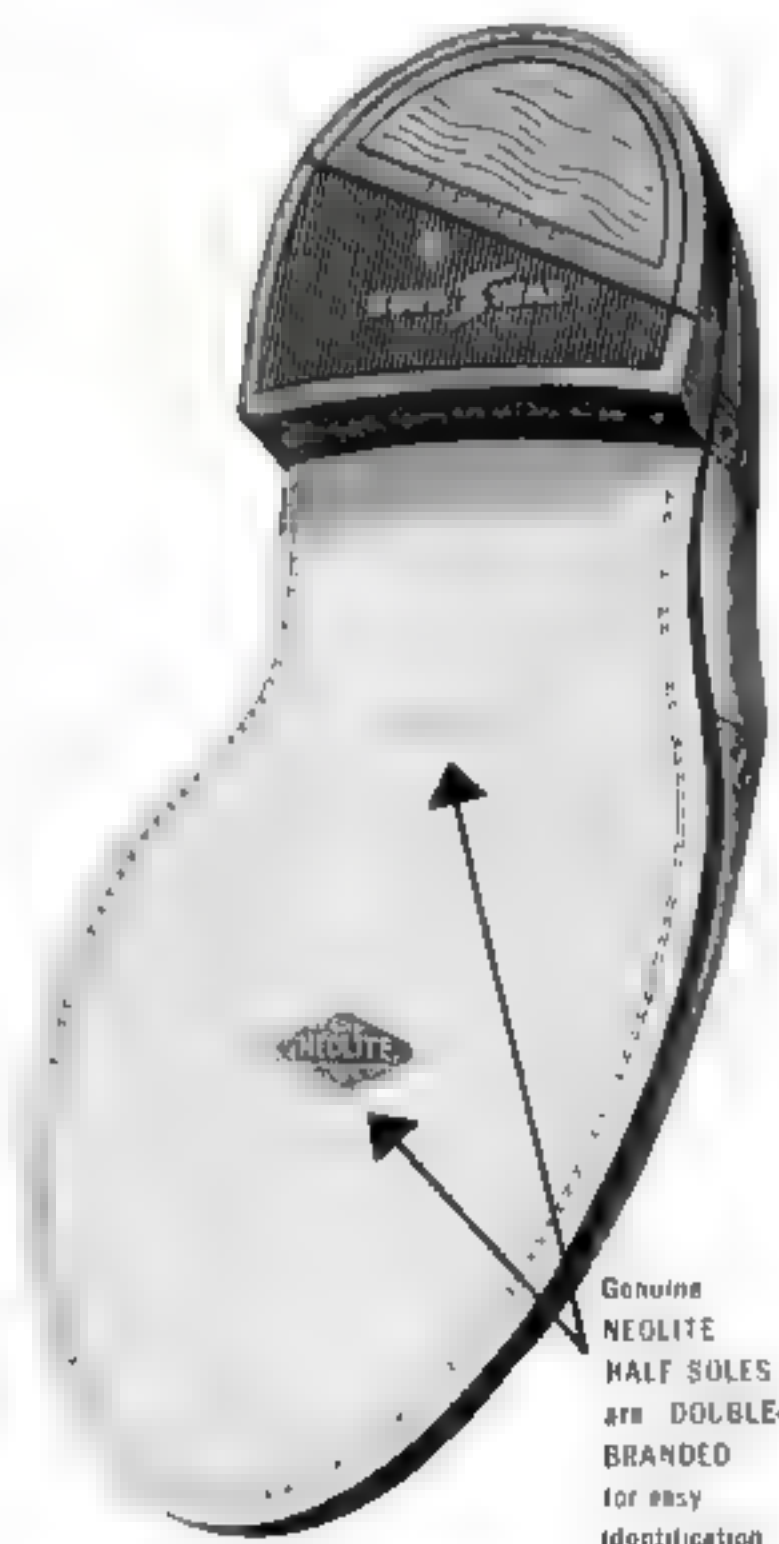
CONTINUED



**STARTING EARLY,** Western Reserve medical school sophomore William Brenner visits family of Willie Shannon whom he is helping to treat.

"I'm your  
Shoe Repairman's  
best helper!"

says **MR. NEOLITE**



**NEOLITE\***  
SOLES and HEELS

help shoes look better, walk better, wear better—help keep the family shoe bills down!

\*MADE ONLY BY

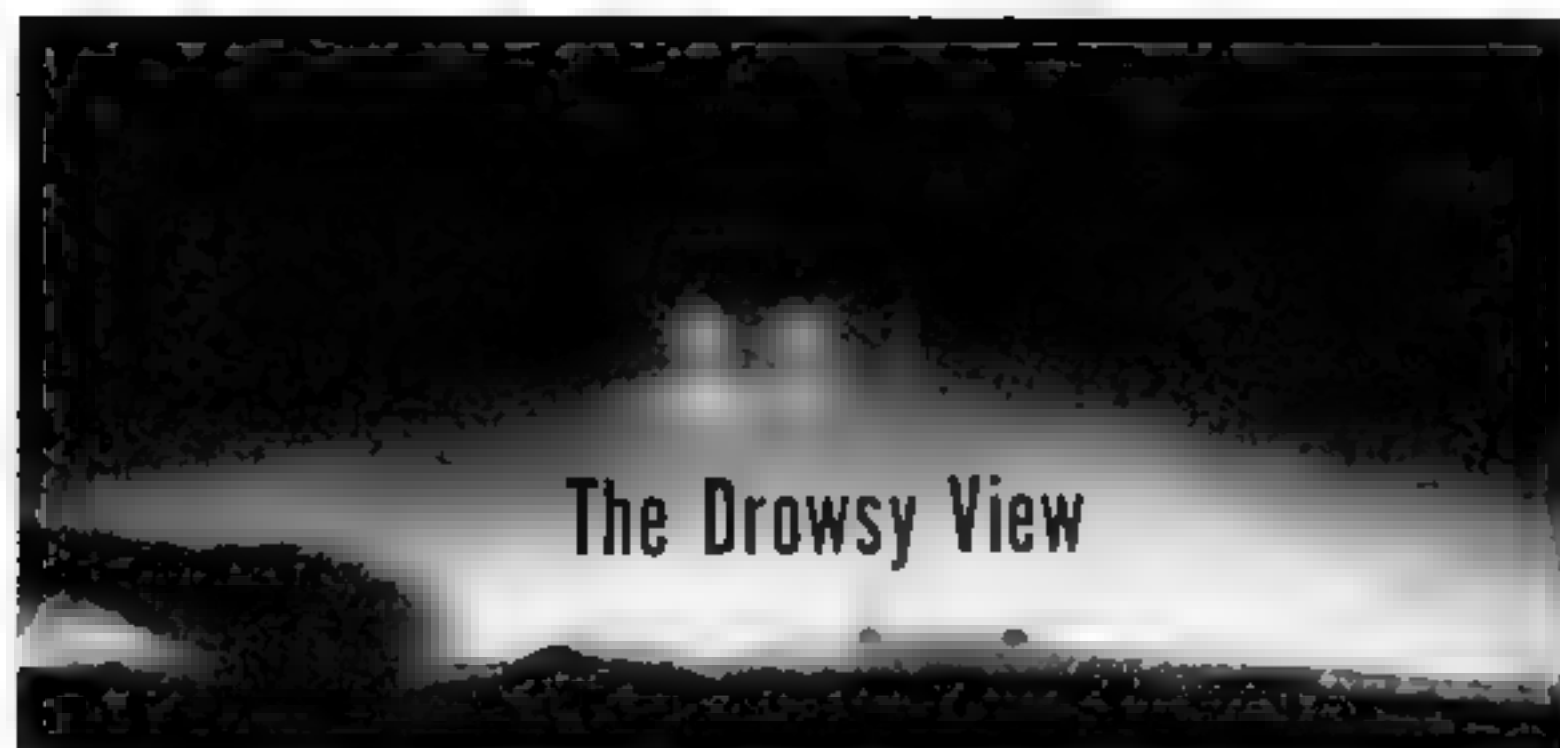
**GOODYEAR**



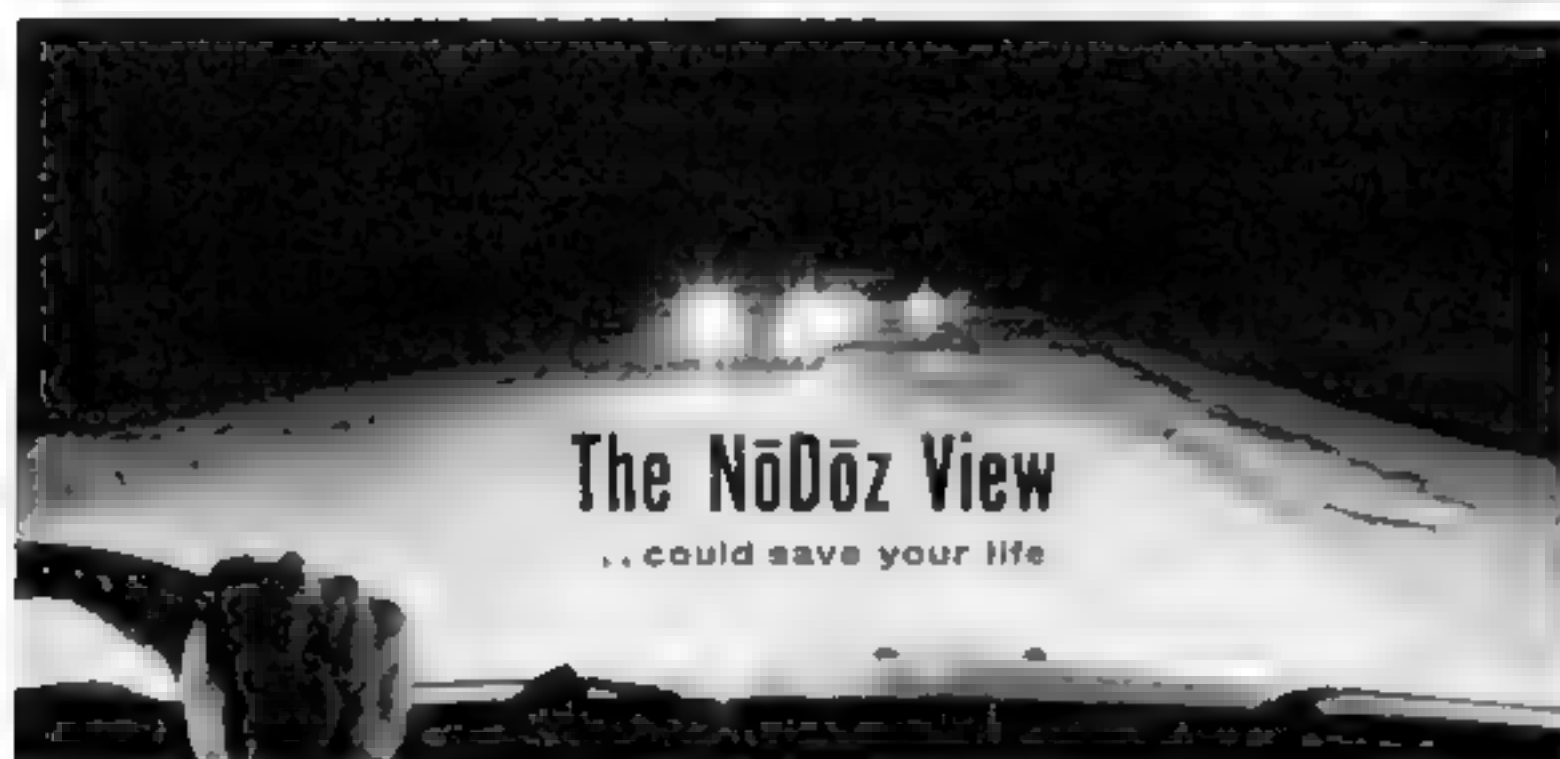
Watch  
GOODYEAR THEATER  
on TV—every other  
Monday evening

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—  
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO





The Drowsy View



The NoDōz View

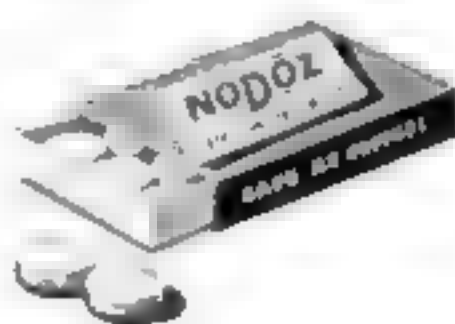
... could save your life

## Millions of times a year safe NōDōz® keeps drivers awake

Fight "highway hypnosis" with NoDōz, the safe stay awake tablet. NoDōz guards you with caffeine—the same friendly stimulant you enjoy in coffee and tea. Faster, handier, more reliable. Non-habit-forming NoDōz delivers an accurate amount of safe stimulation to keep your mind and body alert when driving—or while you work, entertain or study.

P.S. Play safe. Keep NoDōz handy. It could save your life.

NoDōz, the safe stay awake tablet. • On sale everywhere • Another product of Grove Laboratories



Prompt relief!

**CHAPPED  
CRACKED LIPS**

**ChapStick**

Best for  
Fever  
Blisters,  
Cold Sores

for all members of the family

**Derusto SPRAY**  
**KEEPS RUST AWAY!**

Now! One coat Derusto Enamelized SPRAY Prevents Rust—Stops Rust on new or rusted metal! Available in 24 different ENAMELIZED COLOR FINISHES that Prime—Finish—Protect and Beautify! ½ qt. size spray only \$1.89 at all paint, hardware, and building supply dealers.

\* Also available in regular ½ pint to gallon size containers  
MASTER BRONZE POWDER CO., INC. • Calumet City, Ill.

NON-SLIP

**CAT'S PAW**

Soft, resilient HEELS  
TWIN-GRIPPER SOLES

At all shoe repairers

**GRAND  
OPENING  
with the  
KEEN-O-MATIC**

**THE POPULARLY PRICED  
ELECTRIC CAN OPENER**

- opens any size can
- fingertip control

**KEEN INDUSTRIES INC.**  
EXCLUSIVE OF FURNITURE APPLIANCE CO.  
855 Sixth Avenue, New York 1 N. Y.

SOLD BY LEADING STORES EVERYWHERE

Famous **NAM** brand  
**IRONING BOARD COVERS  
AND PAD SETS**

**Marval**

LOWE'S LAYERS • CHAMBERLAIN  
Home Accessories Manufacturers, Inc. • NEW YORK 1 N. Y.

America's Most Magnificent Bourbon

**OLD HICKORY**

Straight **BOURBON** Whisky

86 PROOF • OLD HICKORY DISTILLERS COMPANY, PHILADELPHIA, PA.



TEAM APPROACH to teaching at Montefiore Hospital brings specialist, interne, woman psychiatrist and medical resident to a diabetic's wheelchair.

## DOCTOR AND PATIENT CONTINUED

ceptorship programs" in which each student spends several weeks living and working with a practicing physician.

The acceptance of such "humanizing" medical training is not unanimous. Columbia's eminent professor of medicine Robert F. Loeb says that such goings-on will "burden and dilute" the scientific scholarship which doctors must have and which they can learn only in school. But many medical professors agree with Stanford's Dr. Andrew Hunt, who says, "The reason some doctors seem interested in patients only if they have a special kind of heart condition goes back to medical school. We want to change this so that the student will be interested not just in interesting cases but in the patient."

While the medical schools are fashioning the doctors of tomorrow, what is the patient to do in the meantime? He will be sick, sick enough to need a doctor, an average of five times a year. What should he look for in the doctor of today?

He can assume that any legitimate doctor, whether specialist or family physician, is honest, but he should note whether the doctor is careful to examine and interview the patient fully, is interested in the whole problem, keeps records and knows the patient's case. The patient should not expect his doctor to be right all the time, but he can expect him to give answers to his questions.

The patient may reasonably ask his doctor to estimate what he will charge, but he should resist the natural tendency to judge a doctor by his fees. A doctor who charges little may be a selfless servant of the sick—or he may be a bad bargain. At the other extreme a staggering fee does not necessarily guarantee the best care. But a patient should not be outraged by a \$50 charge when a specialist spends an hour with him. It is unfair to begrudge a good doctor the fair rewards of his great skills.

But when the quality rather than the price of a doctor's care seems dubious, the patient should remember that he has two recourses. He is free to ask the doctor to call in a consultant, and the doctor must do so. Or he can change doctors. If he is neither too passive nor too impatient, if he can make other decisions of living such as choosing a TV set or a car or a job, he should be able to choose a doctor who is competent in both the science and the compassionate art of medicine. The effort involved may save his life. It may also help bring needed pressure on a few unchosen doctors to reflect that a patient is, after all, a human being.

IN NEXT WEEK'S ISSUE

PART II: THE WARM WAYS  
OF A GOOD FAMILY DOCTOR



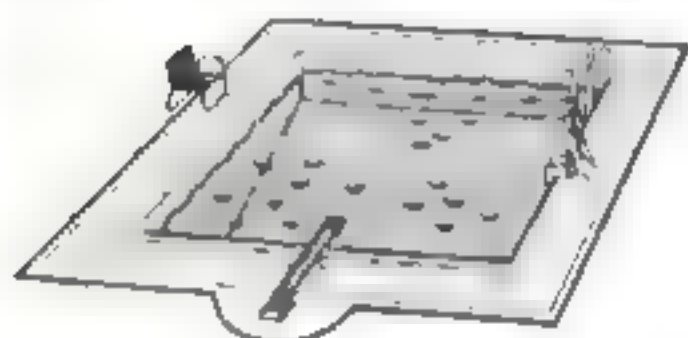
ENTER 1847 ROGERS BROS. FABULOUS TRAVEL-ON-1847 PRIZES IN ALL

# WIN A VACATION-A-YEAR FOR THE NEXT 5 YEARS!



707 Jet Flagship

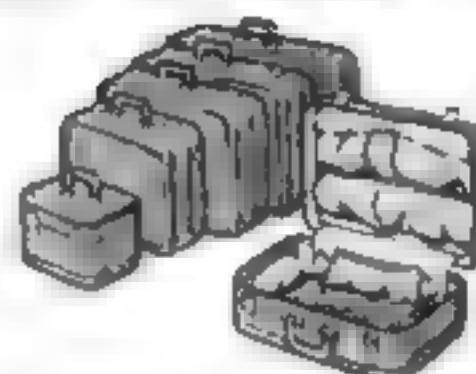
**Grand Prize: American Airlines—The Jet Airline—Flight For Two** to any five of these vacation wonderlands: New York, Los Angeles, Boston and New England, Las Vegas, Acapulco and Mexico City, San Francisco, Washington, D. C. and Williamsburg, Va., Tucson and Phoenix, Arizona. Stay in luxurious hotels... enjoy 10 days of play... swim... fish... relax—it's all free!



**2 Gertrude Ederle Dive'n Swim Champion Pools**, with "Corobex" worth \$5,000 fully installed! A back yard playland! Designed by the world-famous swimming champion



**10 Wardrobes by Nardis of Dallas**, complete. Worth \$500. You can choose suits, dresses, sportswear from this glamorous house of fashion!



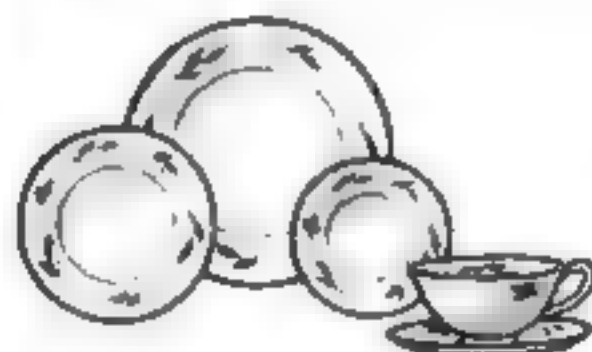
**50 Bostonian Luggage Ensembles**. Six matched pieces to let you travel in high style. It's light in weight... designed for long-lasting use.



**100 Dormeyer Mixers**. Combination mixer, can opener, grinder with 10 full-powered mixing speeds and detachable head for portable use.



**2 1960 MERCURY Monterey**s... the first car with "Road-tuned wheels"... fabulous new ride advance. Beautiful new styling. Sleek lines, modern design. America's most advanced car.



**50 sets of Syracuse China**, first name in fine china since 1871! Service for 8 in your choice of "Inspiration" or "Celeste" pattern.



**200 Seth Thomas "Travel" Clocks** in leather case with brass trim. 15 jewels, luminous dial and numbers. The aristocrat of fine clocks.



**200 Richelleu "LeCultra" Pearl Sets**. Lovely two-strand, matched pearl necklace and bracelet—the perfect accent for every occasion.

**PLUS** 616 2-Piece Reflection Salad or Serving Sets in 1847 Rogers Bros.

**PLUS** 616 Relish Jars and Spoons in America's favorite silverplate, 1847 Rogers Bros.



**20 BONUS PRIZES!**

**20 Speed Queen Automatic Washers or Dryers**, deluxe in every way. Welcome time and work-savers... finest of laundry appliances. Bonus prizes for top 20 winners, in order, who buy any set of 1847 Rogers Bros. during contest.

## SO EASY! HERE'S ALL YOU DO:

- 1 Go to your favorite silverware store.
- 2 Look at the beautiful new REFLECTION pattern in 1847 Rogers Bros. that your dealer has on display.
- 3 Pick up your Official Entry Blank with full contest rules: follow the directions and complete the following REFLECTION RHYME you'll find printed on it.  
REFLECTION is classically true,  
Yet gracefully, modernly new...  
Its elegant line  
And silvery shine

FOR EXAMPLE, you might say this:  
"Make dining a pleasure for you!" See how easy it is? Of course, you'll have many, many wonderful ideas once you actually see REFLECTION.

While you're at it, see the specially priced Service for 8... with 8 free Grapefruit Spoons being offered in all the famous "1847" patterns to celebrate the "Travel-On."

But don't delay! 1847 Rogers Bros. fabulous Travel-On closes on November 30, 1959. So hurry! (Enter now!)



**1847 ROGERS BROS.**

America's Finest Silverplate. Made only by  
The International Silver Company, Meriden, Conn., The Silver City





The only

# New Shape

The only

# New Light



**WESTINGHOUSE EYE SAVING WHITE BULBS . . . MAKE ALL OTHERS OLD-FASHIONED**



Old Fashioned Shape Bulb has hot spot in center that causes glare and harsh shadows.



New Shape Eye Saving White Bulb gives even, all-over white light that's much easier on your eyes.

**NOW IN 60, 75, 100, 150 AND 3-LITE!** Replace every old-style bulb in the house. Exclusive New Shape, plus millions of tiny filter particles inside the bulb, provides the best light for seeing ever developed. This is glare-free light for modern living. And only Westinghouse has it! Ask for New Shape Westinghouse Eye Saving White Bulbs at your store today!

**YOU CAN BE SURE...IF IT'S** **Westinghouse**

WESTINGHOUSE LAMP DIVISION, BLOOMFIELD, N. J.

WATCH "WESTINGHOUSE LUCILLE BALL—DESI ARNAZ SHOWS" CBS-TV FR DAYS



# A Stunt Girl High on a Sky Hook



TURN THE PAGE





- fits anywhere
- requires no cabinet space

## NO-DUCT HOOD

eliminates cooking odors and grease  
...without ducts!

The new NAUTILUS No-Duct Hood employs the same scientific principle of adsorption by activated charcoal that enabled the atomic submarine NAUTILUS to stay under water for two months without new supplies of fresh air. It's the answer for your kitchen!

- No ducts, no vents, no outside louvers, no drafts
- Install it yourself—in minutes (no carpentry or wiring)
- Goes with any type range, any location
- It's portable—can be used in apartments
- Wide choice of sizes and finishes



**MAJOR INDUSTRIES, INC.**  
505 North LaSalle St., Chicago 10, Ill.  
Please send me further information on the Nautilus No-Duct Hood, as well as the name of my local dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

L-10



AMERICA'S MOST WANTED GABARDINE

### Alligator Gold Label \$42.75

The all-weather classic luxuriously woven from choice Australian wool. Full-cut for free-swinging comfort...casual good looks. Water repellent. Allright KODEL® GABARDINE—new stay-fresh fiber 55% Kodel 45% Viscose. Water repellent. Greatest all-weather value at \$42.75. Other Alligator coats \$11.75 to \$54.75. At better stores everywhere.

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • CHICAGO • LOS ANGELES



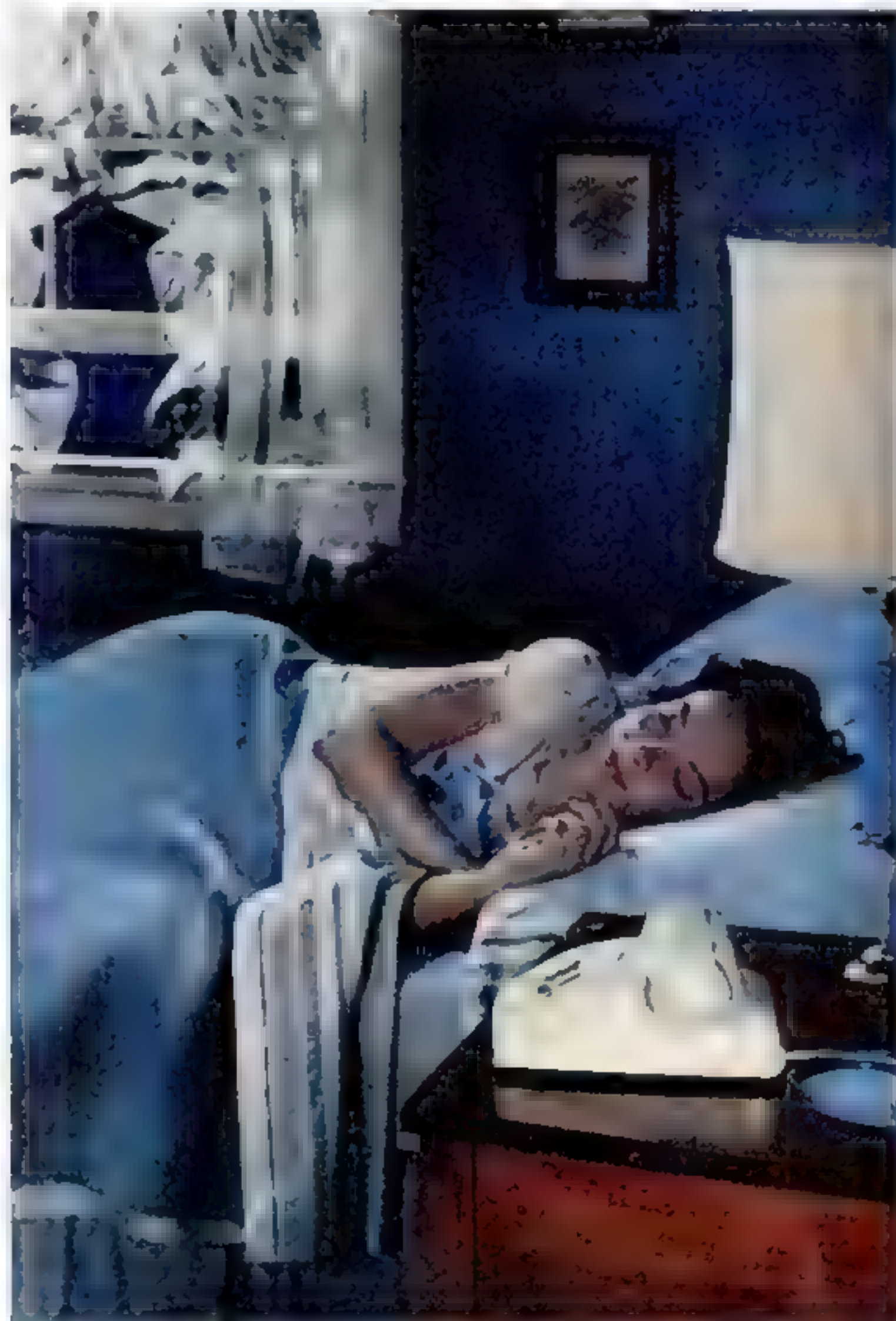
HANGING FROM A HELICOPTER is what stunt girl is really doing. On the preceding page her ladder was photographed from the side so that it looked like only a double strand of rope. The acrobat is 4'9", 86-pound Alma Bray, who flew over Miami so she could demonstrate her act to theatrical agents.



# BEAUTY ON DUTY



A bedroom extension phone saves steps by day,  
worry by night, and gives you privacy always!



You'll love the color and convenience of  
an extension phone by your bed.

During the day it will save you many,  
many steps—let you talk in comfort and  
privacy whenever you want.

And during the night you'll sleep better  
just knowing it's there, with doctor, drug-  
store, police or firemen only an arm's reach  
from your pillow.

Something else you'll love—the low cost

of having a bedside extension. And the bed-  
room, of course, is only one of many places  
in your home where an extension phone can  
make life easier. Just call your local Bell  
Telephone business office.

You need extension phones wherever your family works, plays or sleeps

Bell Telephone System



Extension phones are available in your choice of  
these smart decorator colors, or white shown above.





# Treat your friends to the

## Tour Europe, see the South Seas, cruise

**WIN A  
TRIP FOR  
TWELVE!**

**1st PRIZE TRIP FOR 12 or \$30,000 CASH**

London, Paris, Rome . . . the Near East, the Far East, any place in the free world can be your destination. Just sit down with eleven friends, plan your trip and the American Express Travel Service people will do the rest. They'll book passage, reserve hotels, arrange side trips and leave you free to enjoy the experience of a lifetime!

**2nd PRIZE—CARIBBEAN CRUISE FOR 4 or \$6,000 cash**

**3rd PRIZE—TRIP TO HAWAII FOR 2 or \$3,000 cash**

**4th PRIZE—ALASKAN AIR CRUISE FOR 2 or \$2,000 cash**

**100 PRIZES \$100 cash**



**Plus BONUS FROM CHIFFON—\$5,000**

spending money for 1st prize winner! To qualify, write in the space provided on entry card the numbers from the bottom of any size container of CHIFFON dishwashing liquid.



# vacation of their lives!

the Mediterranean—you pick the trip!

A new contest  
from Dial Soap  
for "people  
who like people."



Here are the rules: 1. Just finish a two-line jingle starting: "People who like people . . ." Write anything you like—make the last words in each line rhyme. For example:

People who like people never offend  
Dial Soap protects them for hours on end  
OR

People who like people are nice to be near  
They're warm and friendly, full of good cheer  
2. Send as many entries as you wish, accompany each with a Dial Soap wrapper. Get extra entry blanks at your store or use plain paper.  
3. Contest closes November 7, 1959. Entries must be postmarked before midnight, November 7, and received by November 14, 1959.  
4. Tours will be arranged by the American Express Travel Service. Winners may go any time up until June 30, 1961. Total Armour and Company obligation on trips will not exceed cash values listed.

5. Entries will be judged on originality, uniqueness and aptness of thought. Duplicate prizes in case of ties. Judges' decisions final. Winning entry will not be published. Entries, contents and ideas therein become property of Armour.  
6. Armour and Company reserves right to disqualify any entry not personally composed by contestants or members of his household.  
7. All persons in Canada and the U. S., its territories and possessions may enter, except employees of Armour and Company, its advertising agencies and their families. Contest subject to all Federal and State regulations. Winners will be notified by mail.  
8. List of winners will be mailed to anyone sending a stamped, self-addressed envelope approximately eight weeks after close of contest.

People who like  
people like Dial

ENTRY BLANK

CLIP AND MAIL TODAY:

DIAL, BOX 5006, Chicago 77, Illinois  
Here's my two-line jingle. I enclose a Dial Soap wrapper.  
"PEOPLE WHO LIKE PEOPLE \_\_\_\_\_"

To qualify me for bonus prize, here is number from bottom of CHIEFON container \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_







'So good in glass''

Only glass jars show how much is left. They reseal easily, store so well. In glass, dessert toppings keep their smoothness and flavor.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK





IN HISTORICAL TABLEAU, RANCHER FRATES SEEFIGSON GIFFAWS AS TEDDY ROOSEVELT. RICH TEXANS ENACT ROUGH RIDERS HE RECRUITED FROM MENGER

## Texan Blowout for an Old Hotel

For 100 years the Menger in San Antonio has not only been a fine hotel but also a place where history was made. There in 1861 Robert E. Lee visited while he made his fateful decision to go with the South rather than the Union. There, years later, Teddy Roosevelt came to mobilize recruits for his Rough Riders. The Menger's high-ceilinged rooms and stately old decor still evoke mid-19th Century America. This fall 425 wealthy Texans staged a centennial wingding to honor the hotel. They plunked down \$25 a plate and came

from hundreds of miles around to help re-create its flamboyant past.

Many revelers donned the gaudy guise of celebrities who had stayed at the Menger. The imposing list included U.S. Presidents from Ulysses Grant to Dwight Eisenhower. Cattleman Richard Kleberg came as his own great-grandfather, Richard King, founder of the fabulous King Ranch. But perhaps the biggest hand of all went to Rancher Donald Duncan as Sam Houston, who cried "Remember the Alamo!"—which is right across the street from the Menger.



# HOTEL BLOWOUT CONTINUED



GALLERY OF GUESTS who stayed at Menger are portrayed by gathering in plush barroom. From left they are O. Henry (Dr. Lewis Tucker, in black

derby), Buffalo Bill (Cattleman Tobin Armstrong), Bob Fitzsimmons (Businessman Charles Kuper), Rough Rider (Rancher Richard Cage), dancing girl

(Mrs. Arthur Seeligson, thumb raised), Captain Dwight Eisenhower (Financier Hugh Fitzsimons), General Philip H. Sheridan (Lewis Moorman, dark

IN ART...  
EXPERIENCE  
IS THE GREAT  
TEACHER

IN SCOTCH...  
**TEACHER'S**  
IS THE GREAT  
EXPERIENCE



Milton Caniff, creator of "Steve Canyon."

Only experience could produce Scotch of such unvarying quality and good taste as Teacher's Highland Cream. Today, the fourth and fifth generations of the Teacher family still personally supervise the making of this famous product of Wm. Teacher & Sons, Ltd.

TEACHER'S HIGHLAND CREAM BLENDED SCOTCH WHISKY / 40 PROOF SCHIEFFELIN & CO., NEW YORK, N.Y.





uniform), Richard King (Dick Kleberg, plantation-type hat), R. E. Lee (Banker John Bennett), Sidney Lanier (Banker Fidel Chamberlain, black beard).



**HEAVYWEIGHT CHAMPION**, Bob Fitzsimmons, impersonated by Charles Kuper, invites Mrs. Garland Lasater to test his biceps. At left is her

rancher husband as General Grant. Fitzsimmons was a guest at the Menger in 1896 when he came to San Antonio to train for bout with Pete Maher.

BUY WORK AND PLAY CLOTHES TAILORED OF

# STEVENS **TWIST TWILL** FABRIC

BY THESE FAMOUS MAKERS AND IDENTIFIED BY THIS LION SYMBOL



This Twist Twill Lion Symbol is seen on the tags and labels of the leading shirt and pants manufacturers listed opposite. It is your guide to a fabric of outstanding quality.

Stevens Twist Twill® is Delta Finished® for clearer colors and a smoother texture. It's 100% cotton, Sanforized® and completely washable. Write to us for name of store nearest you.



# Stevens **Fabrics**

J. P. STEVENS & CO., INC., STEVENS BUILDING, BROADWAY AT 41ST ST., NEW YORK 36, N. Y.

Also makers of famous United States Type 1, 100% all Combed Cotton Twill and Type 420 Nylon-reinforced Twist Twill for 70% longer wear.





## FINDING ROOM AT THE TOP

Growing boys need headroom. This is a truism well known to parents and architects. At first glance it would appear that the architect of the house above had forgotten the rule—but not so. What happened was that Ray Walsh of Grosse Pointe Woods, Mich. set out to install a ventilator in the roof of his house.

First he went up under the eaves to cut his way out, with his 12-year-old son Mark on hand to help. Then he came down to finish the job from outside. On the lawn he was looking for a ladder when someone called, "Hey, Pop," and young Mark popped out. So, forgetting the ladder, Mr. Walsh went looking for a camera.





Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

## Breakneck riders invite disaster in Argentina's galloping basketball

**1.** "Outlawed for a century because of its threat to life and limb, a mounted scrimmage with a leather ball is now the national sport of Argentina. It's called Pato. On a trip to South America via Pan American World Airways, I found what a rough game it is," writes George Noren, an American friend of Canadian Club. "Severe foul penalties keep injuries down. But to scoop up the ball at a full gallop, you have to be expert or reckless."



**2.** "Yelling like gauchos on the pampas, some Buenos Aires sportsmen initiated me to Pato with a vengeance. I'm no stranger to horses, but with Pato I never got a chance to catch my breath."



**3.** "Trying for a field goal, I had to charge through the pack and let fly at the net without applying the brakes. No wonder I missed. When my hosts suggested a real match, I bowed out. As far as I'm concerned, Pato is a spectator sport."



**4.** "Wild horses couldn't have kept me sidelined from the post-game *saluds*. I found my South American friends as partial to Canadian Club as I am."

Why this whisky's worldwide popularity? Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch and the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it.

You can stay with it all evening long... in short ones before dinner, tall ones after. Canadian Club is made by Hiram Walker, distillers of fine whiskies for over 100 years. It's "The Best In The House" in 87 lands.

*Canadian Club*

6 years old • 90.4 proof • Imported from Canada

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.





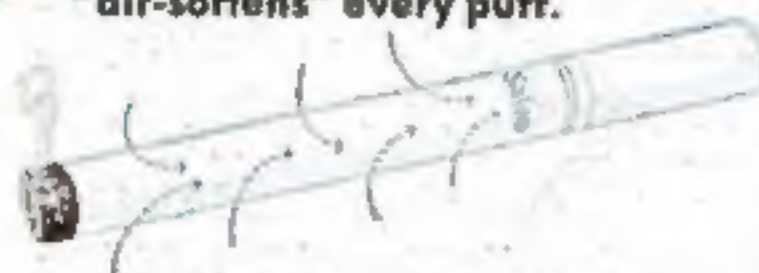
New cigarette paper "air-softens" every puff!

Now even the paper adds to  
**Salem's** springtime freshness!



menthol fresh  
rich tobacco taste  
modern filter, too

Salem's amazing new  
HIGH POROSITY paper  
"air-softens" every puff.



Invisible porous openings  
blend just the right amount of  
air with each puff for a softer,  
fresher, richer-tasting smoke.

An important break-through in Salem's research laboratories  
now brings you an entirely new kind of cigarette  
paper — HIGH POROSITY paper — which breathes new  
freshness into the flavor.

Each puff on a Salem draws just enough fresh air  
in through the paper to make the smoke taste  
softer, fresher, and more *flavorful*. Now, more  
than ever before, you'll enjoy the springtime fresh-  
ness of Salem. Smoke refreshed — smoke Salem!

**Salem** refreshes your taste

Created by R. J. Reynolds Tobacco Company